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1922 EDITION

RICHARD DIENER COMPANY

INCORPORATED

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No. 191
Mrs. H. E. BOTHIN

KENTFIELD, MARIN COUNTY, CALIFORNIA.



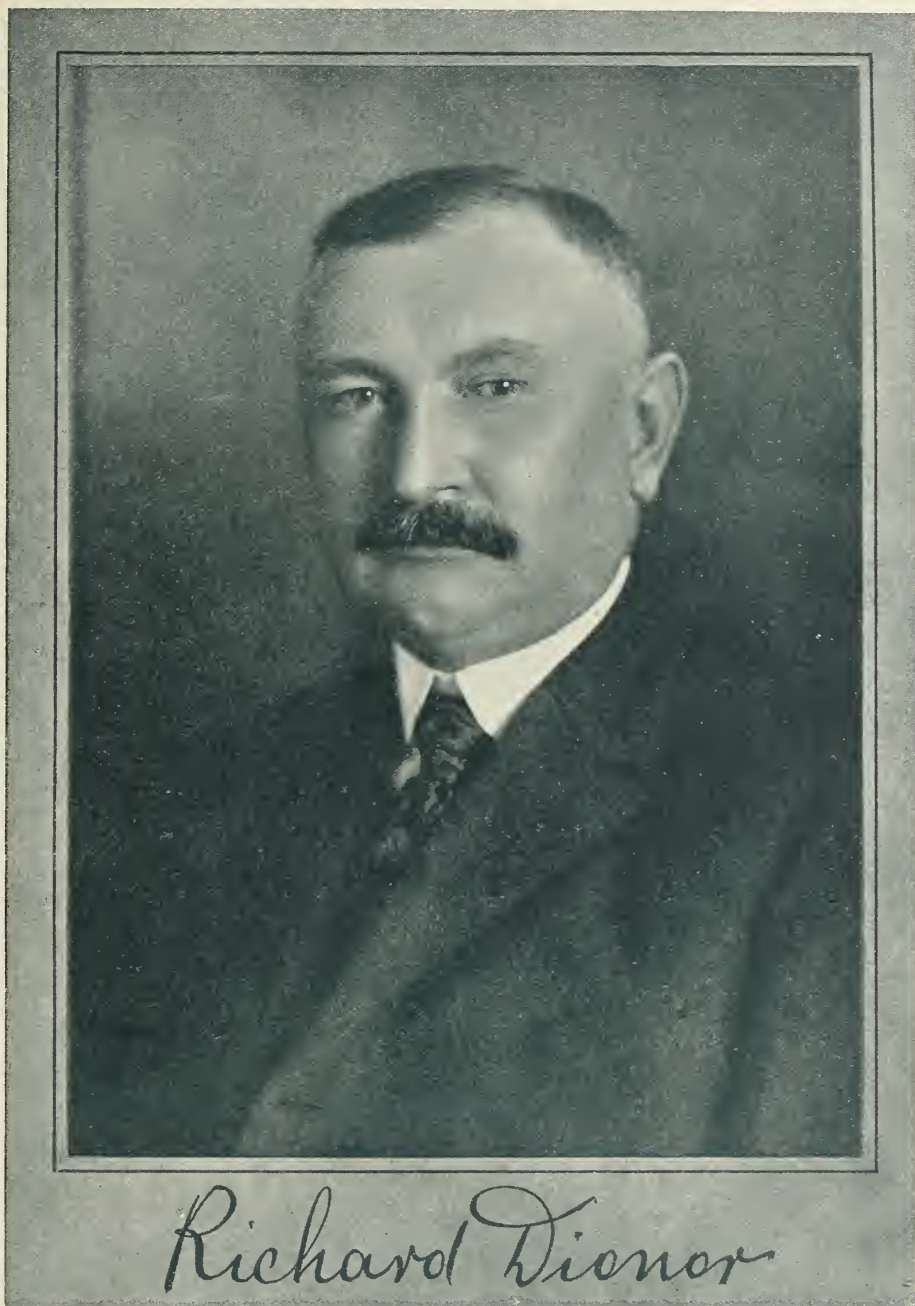
PETUNIA



DIENER'S RUFFLED MONSTER

ACTUAL SIZE OF FLOWERS

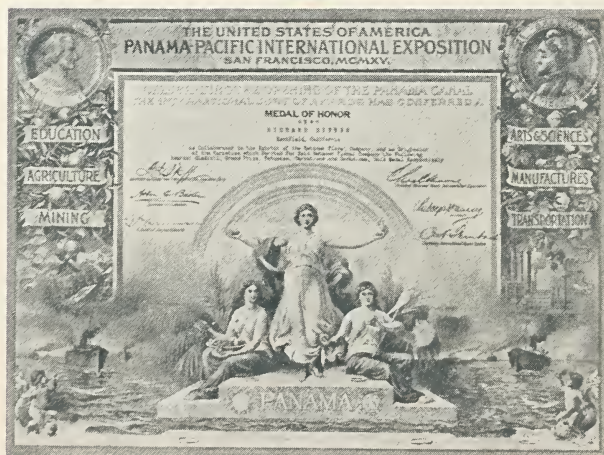






AWARDS

received
for the various
display of
our products



MEDAL OF HONOR

conferred upon
Richard Diener

at the
World's Fair
San Francisco
1915

Greeting

TO OUR MANY FRIENDS AND PATRONS ALL OVER THE WORLD,
WE SEND GREETINGS
WITH GREAT PLEASURE WE PRESENT TO YOU OUR 1922 CATALOG

We thank you for your favors and interest you have shown in our productions, and assure you that we will do all in our power to give you the highest quality possible in seeds and bulbs.

We also wish to thank you for the many kind letters and testimonials which we were unable to answer separately.

RICHARD DIENER CO.

All the varieties listed in this catalog are Mr. Diener's own productions and in the description of colors we have only given the fundamental colors, as it is almost impossible to describe the shadings precisely.

Many people think that our superior climate here is responsible for our large size flowers and magnificent colorings, but this is due to the variety and not to the climate.

As you will see by reading the testimonials that our varieties of Gladioli have been raised in all parts of the world just as successfully as they have been raised here, with the exception of a few of our varieties, which have not done so well the first year in a new locality, but the second year they have come up to catalog descriptions. Eastern varieties have acted in the same manner when brought to our California climate.

Our climate is the most suitable for producing perfectly ripened out bulbs, because after digging we leave same in the open air and full sun for at least six weeks. When so treated the bulbs will not sprout before being planted again and they will be full of life and vigor. It is impossible in Northern and Eastern States to produce bulbs of such high quality, as the rains and early frosts there make such treatment impossible. Hence, the surprise of the people when they receive our bulbs.

Most people who raised our bulbs and at the same time raised other varieties from other growers, write us that our varieties excel all others in size, beauty of coloring, and vigor of growth; as you will note when reading the testimonials they send us of their own free will, in appreciation of the quality of our varieties.

Our new seedlings are wonders in perfection of color, size and fast propagation and we have great treats in store for Gladiolus lovers.

During the flower season, which is from the end of June to September, we daily have visitors from all parts of the world and we invite all lovers of flowers to visit our gardens. Kentfield is fourteen miles from San Francisco, on the Northwestern Pacific Railroad. It takes 55 minutes from the San Francisco Ferry Building to reach our place, which is a block from the Kentfield station.

Our place is closed on Sundays and holidays, but if notified by mail or phone a day or two ahead, the premises will be open. Telephone number, San Anselmo 114-J.



Medal of Honor
conferred upon
Richard Diener
at the
World's Fair
San Francisco, 1915



NOTICE TO FOREIGN CUSTOMERS

Money Orders from Foreign Countries should be made out to the post office in San Rafael, California, U. S. A.

Terms of Sale

While we exercise the utmost care to have all our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name.

Bulbs found to be untrue to name should be retained by customer and we replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

Cash with order, or in advance of shipment. We positively accept no C. O. D. orders.

We do not ship bulbs or plant orders for less than one dollar (\$1.00).

Write your order plainly and distinctly by itself and do not mix it with anything else you wish to say. Be sure to write your **NAME** and **ADDRESS PLAINLY**.

On orders amounting to more than twenty-five dollars (\$25.00) we will give a discount made up of extra bulbs and seeds, to the **TRADE ONLY**.

We ship Gladiolus bulbs from November 1st to May 1st. May 1st is our last day of planting.

We call a bulb anything from an inch or over in diameter.

Order Early

We strive to fill orders within a day or two after they reach us. This is frequently made impossible during the great rush of business in February and March.

Do not wait until you need your seeds, order as early as possible.

We have a great amount of stock of bulbs on hand, double the amount that we had last year and we will be able to take care of any amount of orders with the exception of some varieties, where the amount per customer is limited. For instance, Anna Eberius No. 10, we have refused orders of large amounts for this variety already.

We request our Northern and Eastern customers to send their orders in at an early date, but advise not to have the bulbs shipped them until after March 1st, at which time all danger of heavy frosts will be over and the bulbs will not be frozen in transit.

As we send orders out immediately, we will not send out acknowledgment of receipt of order, except in instances where goods are desired at a later date.

After goods reach post office or express office our responsibility ceases.

We pack our shipments carefully and there is hardly any danger of them being frozen in transit, but advise if the package should arrive in zero weather to leave it in a cool, frost-protected place for at least two weeks before unpacking, so that if they should have been frozen they will gradually thaw out. If they are unpacked in a frozen condition and brought in a warm place, they will be killed instantly, while when they are thawed out slowly in a cool place there will be no danger or injury to the bulbs, as they can stand quite a bit of frost.

We do not pay any postage charges on anything except seeds. On Gladiolus bulbs we will give extra bulbs to cover postage charges that our customers will pay. On Parcel Post packages we have to pay postage at this end and collect C. O. D. from customer, and by return receipt we know instantly that package has reached destination. If package has been lost in transit we are able to trace it in this way, and be compensated for the loss.

We recommend **THE FLOWER GROWER** to our friends and customers. Published monthly. All flower lovers should be regular subscribers. Subscription price: Three years, \$2.50; one year, \$1.00. Madison Cooper, publisher, Calcium, N. Y.



THE ABOVE THREE SPIKES WERE DERIVED FROM ONE SINGLE INCH AND A HALF BULB

Mr. C. E. Oldacre of Toronto, Canada, writes us the following on September 20, 1920:

"Meritorious articles deserve favorable notice and commendation and that applies to your Gladioli. 'Of some forty varieties, most of which are considered the cream of the Gladioli world, which I had this year, your No. 38 Jack London is right up in the front ranks with all points considered. Neither your short catalogue description, nor your colored illustration of same does this flower justice.

"It is of great substance, a most beautiful color or color combination, and the individual flowers are well placed, forming a shapely, erect spike, which carries five to seven wide open flowers at a time that makes a bouquet in itself. More than this, it seems to be a most lasting variety, as the individual flowers retain their true color for twice as long a period as do many others. No. 38 is easily the top-notch in its color class and should be one of any first-class selection of varieties.

"When friends were looking over my Glads the question was asked as to what six varieties were the most admired and No. 38 was always one of the six that were chosen."

Gladiolus Price List

Medium sized bulbs of all varieties will sell for half catalogue price. They will be shipped in dozen or hundred lots only; except in the higher priced varieties, where prices are given of large and small sizes.

Discount will not be allowed on orders for medium bulbs.

No. 1.	"MRS. WILLIAM KENT"	Light fawn to light ashes of roses; old rose in throat; sometimes lightly striped with rose-pink. The color of this variety is so exquisite and so suitable for cut flowers that we predict that it will soon be grown in large quantity. It is a very rapid propagator. Flowers are 6 inches in diameter and spikes 4 to 5 feet high....	Per Bulb	Per Doz.	Per 100
			\$0.25	\$2.50	\$20.00
No. 4.	"SARAH LILLIE"	Reddish-lavender; throat ruby, mottled with white. Flowers 5 inches in diameter; spikes 3 to 4 feet high15	1.00	7.50
No. 5.	"ALOHA"	Dark rose-pink. Throat brilliant rosy scarlet, slightly speckled with white dots. Flowers 6½ inches in diameter; stems 4 feet long. Extra fine variety	Large Bulb 3.00	Small Bulb 1.50	
No. 9.	"SAUSALITO"	Rose pink, overlayed with salmon; brilliant ruby throat; heavy ruffled flowers 5 inches in diameter, stems 3 to 4 feet high	2.50	1.25	
No. 10.	"ANNA EBERIUS"	This variety has created a sensation everywhere, with growers and amateurs alike. It will be one of the most grown varieties in the next few years; its coloring, growth and propagating is unexcelled. Dark velvety purple; throat deeper shade; flowers 6 inches in diameter, spikes 3 to 4 feet high; fine, long, well-set spikes	Per Bulb .25	Per Doz. 2.50	Per 100
		Large bulbs only. A limit of twelve bulbs to each customer.			
No. 13.	"SUNSET"	Pale flesh pink, overlayed and striped with rose pink; faint yellow throat; flowers 5 inches in diameter, stems 5 feet high.....	1.00	10.00	-----
No. 19.	"MYRTLE McNALLY"	Cream with touches of rose-pink on edges; ruby in center; canary yellow lip; heavily ruffled; very vigorous growth, with abundant foliage; flowers 6 inches in diameter, spikes 4 to 5 feet high15		
		Only six bulbs to each customer.			
No. 22.	"SAN ANSELMO"	Pure white, slightly striped with ruby pink. Immense free flowering; fine for cut flowers. Flowers 6 inches in diameter, spikes 4 to 5 feet high25	2.50	20.00
No. 23.	"DIENER'S AMERICAN BEAUTY"	Brilliant American Beauty color, with creamy yellow throat; one spike opening a large number of flowers at one time forms an immense bouquet of beauty; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high.....	1.00		-----
		Only six bulbs to each customer.			



NO. 199

Emilie Ashe



NO. 24

D.J. Whitney

No. 24.	"D. J. WHITNEY"	Per Bulb	Per Doz.	Per 100
	Salmon-flesh, with two striped and spotted yellow and red under-petals; opens in a full cluster at the apex of the stem, giving the appearance of a Canna; flowers 5½ inches in diameter, spikes 4 to 5 feet high. Earliest of all; good for forcing	1.00	10.00	80.00
No. 31.	"PRESIDENT C. C. MOORE"			
	Salmon-pink, darker throat, steel-blue mottled and striped; nice, long, wiry spikes with flowers well placed; flowers 6 inches in diameter, spikes 6 to 7 feet high25	2.50	20.00
No. 32.	"FAIRFAX"			
	Solid magenta; lip of throat light yellow with a deep magenta spot; flowers 5½ inches in diameter, spikes 5 to 6 feet high15	1.50	12.00
No. 38.	"JACK LONDON"			
	Light salmon with brilliant orange flame stripes; golden yellow throat with ruby striped center; flowers 5 inches in diameter, spikes 5 to 6 feet high50	5.00	40.00
	Our best commercial variety and largest propagator. Will soon be grown by the million. It is perfect in every way. As a cut flower it is our most profitable variety, as we have never been able to supply the demand. It makes a wonderful showing under artificial light. We recommend everyone to plant as many bulbs of this variety as possible, as it surely is a most profitable investment. Even the smallest bulblet will bring five months after planting, a 4 foot spike.			
No. 39.	"DR. LINCOLN COTHRAN"			
	Salmon-pink, blue striped, yellow throat; fine form and bloom; flowers 5 inches in diameter, spikes 4 to 5 feet high25	2.50	20.00
No. 50.	"QUEEN OF THE NIGHT"	Large Bulb	Small Bulb	
	Deep maroon, almost black; flowers 5½ inches in diameter, spikes 4 to 5 feet high.....	5.00	2.00	
	The Reverend Alb. Dede of Mitchell, Ontario, Canada, writes us the following in regard to Queen of the Night: "Every year I have about one extra good flower in my collection. Last year it was Kundred's Purple Glory. This year it is your Queen of the Night. It is simply wonderful, tall, large flower, and of velvety maroon; like burnt into the petals, and yet glossy. It certainly is a great glad."			
No. 67.	"MRS. J. K. ARMSBY"			
	Coral pink, slightly blended, creamy yellow throat sprinkled with ruby; flowers 6 to 7 inches in diameter, stems 5 to 6 feet high; there are a great amount of flowers open at one time, same of very lasting quality. This is one of our finest productions and surely will satisfy any critic. All who reported on this variety praised it highly.....	Large Bulb 10.00	Small Bulb 5.00	Bulblet 2.00
No. 70.	"LILLIAN HARRIS COFFIN"			
	Light rose-pink, salmon striped; yellow lip; nice long spikes; fine for cut flowers; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high	Per Bulb 1.00	Per Doz. 10.00	
No. 82.	"JOHN MERLE COULTER"			
	Rich scarlet, dark maroon (almost black) throat, slightly overlaid with ruby; flowers 5 inches in diameter, spikes 3 to 4 feet high.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00



No. 50—"QUEEN OF THE NIGHT"

9



NO. 204—"FRANK J. SYMMES"

No. 83.	"MRS. WILLARD RICHARDSON"			
	Deep crimson, maroon center; large, flaring flowers; flowers 5 inches in diameter, spikes 4 to 5 feet high. An unexcelled red which does not fade	Per Bulb	Per Doz.	Per 100
		.25	2.50	20.00
No. 89.	"NORMA KRAUSGRILL"			
	Light rose pink, slightly deeper striped; throat canary yellow and dark rose sprinkled center; flowers 6 inches in diameter, stems 4 to 5 feet high, which sometimes kink. Exquisite.....	Large Bulb	Small Bulb	
		5.00	2.50	
No. 90.	"CAROLINE FREAR BURKE"			
	Pure white with brilliant ruby throat; flowers 7 inches in diameter, spikes 4 to 5 feet high.....	Per Bulb	Per Doz.	Per 100
		.25	2.50	20.00
No. 94.	"SUFFRAGETTE"			
	White with circle of light lilac running across each petal; creamy white throat; very delicate; flowers 7 inches in diameter, spikes 5 to 6 feet high			
		.50	5.00	40.00
No. 96.	"RICHARD DIENER"			
	Pure rose-salmon, light sprinkling of ruby on creamy yellow center; this is the acme of perfection in coloring, as well as formation of spikes and plant; will rival an orchid in beauty; flowers 6 inches in diameter, spikes 5 to 6 feet high; created a sensation wherever shown	Large Bulb	Small Bulb	Cormel
		15.00	7.50	3.00
No. 98.	"MABLE HUBBARD"			
	Pure white, lip of throat light canary covered with violet spot; very fine spikes; flowers 4 inches in diameter, spikes 3 to 4 feet high.....	Per Bulb	Per Doz.	Per 100
		.50	5.00	40.00
No. 101.	"ELSE ROSE"			
	Cattleya pink, a blending of rose-pink, shading out to white, with creamy yellow throat; orchid flowering; extra fine; flowers 5 inches in diameter, spikes 3 to 4 feet high			
		.75	7.50	60.00
No. 102.	"INA COLLINS"			
	Delicate rose-pink, shading to very light edge overlaid with deep lilac; lip has circle of primrose edged with light ruby; orchid flowering; flowers 5 inches in diameter, spikes 4 to 5 feet high			
		.50	5.00	40.00
No. 107.	"HEART OF JUANITA"			
	Deep cherry scarlet with crimson and white throat; flowers 5 inches in diameter, spikes 4 to 5 feet long. A very beautiful variety which does not fade in the sunlight	Large Bulb	Small Bulb	
		2.00	1.00	
No. 113.	"MRS. NEWELL VANDERBILT"			
	Light salmon pink, shaded deeper toward center; scarlet throat; heavily ruffled; flowers 5 inches in diameter, spikes 5 feet tall. Clean grower, A-1 variety	Large Bulb	Small Bulb	
		10.00	5.00	
No. 117.	"SIERRA"			
	Cream. Throat speckled with canary and ruby. Heavily ruffled edges. Flowers 6 inches in diameter. Strong spikes 5 feet tall			Bulblet
		10.00	5.00	1.00
No. 120.	"MRS. STANLEIGH ARNOLD"			
	Soft purple-pink with deep pink throat, one of the most exquisite colors so far produced in Gladioli; well formed spikes; flowers 6 inches in diameter, spikes 4 to 5 feet high	Large Bulb	Small Bulb	
		10.00	5.00	
No. 130.	"THOMAS T. KENT"			
	Rose-pink with ruby running through center of each petal; very vigorous in growth; this is one of our largest varieties; one of the heaviest propagators; flowers 6 to 8 inches in diameter, spikes 6 feet high. It has proven a favorite everywhere	Per Bulb	Per Doz.	Per 100
		.25	2.50	20.00



NO. 166

"DIENER'S WHITE"



NO. 67

"MRS. J. K. ARMSBY"



NO. 96

NO. 96—"RICHARD DIENER"

Richard Diener Co., Kentfield, Cal.

Weston, Ohio, Oct. 14th, 1921.

Gentlemen: I wish to tell you concerning the Bulbs that I purchased from you last Spring.

Well, they were just simply immense. I really wish you could have seen them in bloom. They far exceeded our expectations and were the admiration of our whole community. Why, people just went wild over them. Both flowers and bulbs were exceedingly large and I can heartily say that they were fully satisfactory and then some.

People here would remark that they were always afraid of California bulbs for fear they would not do well here, but now it has been proven beyond a doubt that they are just the thing for this section, as well as California.

Now I hope you will pardon me for my intruding, if it be so, for we were so pleased with the Glads that I could hardly refrain from writing you about them.

And now wishing you abundant success and many, many pleasant years to beautify and make the world happy, I beg to remain,

Yours very truly,

P. F. MERCER.

No. 136.	"ADELINE KENT"	Delicate light rose-pink; straw colored throat with ruby dashes; petals are heavily ruffled from edges in to center; exquisite orchid-like colorings; fine, long, full spikes; flowers 4 to 5 inches in diameter, spikes 4 feet high. One of the most beautiful ruffled Gladioli in existence. 6 Bulbs limit to customer.....	Per Bulb .50	Per Doz. 5.00	Per 100 40.00
No. 145.	"MRS. COTHRAN"	Crushed strawberry and ashes of roses; very odd color; fine long spikes; flowers 6 inches in diameter, spikes 4 to 5 feet long.....	.25	2.50	20.00
No. 162.	"MARY ROBERTS RINEHART"	Cream yellow with canary yellow center; flowers 4 inches in diameter, spikes 4 to 5 feet high20	2.00	15.00
No. 164.	"CAPTAIN ASHER CARTER BAKER"	Rich, velvety red with darker center; flowers 5 inches in diameter, spikes 4 to 5 feet high. (This was awarded the silver medal at the P.-P. I. E., 1915, for the best of all the red Gladioli shown.)05	.50	3.50
No. 165.	"DR. FREDERICK J. V. SKIFF"	Clear, flesh-pink light ruby center; sometimes slightly striped with rose-pink; strong, vigorous growth; abundant foliage; one bulb will very often bring up to 130 perfect flowers 6 inches in diameter, spikes 5 to 6 feet high. (Awarded gold medal at P.-P. I. E., 1915.).....	One dozen only to each customer .25 2.50		
No. 166.	"DIENER'S WHITE"	Milk white with just a faint tinge of pink in throat; flowers 6 inches in diameter, spikes 5 to 6 feet high. (Awarded gold medal at P.-P. I. E., 1915.)	Large Bulb 3.00	Small Bulb 1.50	
No. 170.	"MRS. J. E. WEBB"	Pale blue with violet throat; exquisitely wax-like; very choice; flowers 6 inches in diameter, spikes 4 to 5 feet high	One dozen only to each customer. 3.00 1.50		
No. 173.	"HAWAII"	Rose-pink, light pink center, big brown spot in center of lower petal; clean grower, elegant spike; flowers of large size	1.00	.50	
No. 174.	"ATLANTIS"	Rose-pink, maroon mottled center; very large flowers, when open same are almost flat, like immense Amaryllis. Long spikes	3.00	1.50	
No. 175.	"MRS. LEON DOUGLAS"	Flesh salmon pink, orange striped, light yellow and brown spotted in center; the size of the flowers, we believe, is the largest in existence and all are very open and well set on the spikes; the height of the spikes are 6 to 7 feet and have up to seven side spikes on each main spike; the bulbs are of immense size; this is one of the most perfect and most beautiful varieties so far produced.....	Large Bulb 10.00	Small Bulb 5.00	Bulblet 2.00
No. 176.	"MISS MAUD FAY"	Clean cattleya pink, a light stripe running through the middle of each petal; flowers very open, averaging 6 inches in diameter; spikes never straight, but curved in various directions, are 3 to 4 feet long; this is one of our finest productions; exceptionally suitable for cut flowers; it is a heavy propagator; the smallest bulblet will in five months produce a fine spike..	Per Bulb .50	Per Doz. 5.00	Per 100 40.00



NO. 10

Anna Eberius

No. 177.	"JOSEPH FIELD"	Pale pink, lightly striped with pale ruby. Fine long, well built spikes. Flowers of very large size. First-class show and cut variety	Large Bulb 25.00	Small Bulb 15.00	Bulblet 2.00
No. 180.	"MRS. TRUXTON BEALE"	Cream, rose-pink striped; very large, open flowers; lip yellow and brown sprinkled; fine long, well-built spikes. A beauty	1.50	15.00	
No. 184.	"ALMA"	Creamy shell-pink; lower petals yellow speckled with old-rose; heavily ruffled; very large flowers on long, well-built spikes	Large Bulb 5.00	Small Bulb 2.50	
No. 186.	"LILLIAN WEBB"	Strawberry pink with light maroon velvety center; sometimes slightly striped with chocolate; stems slender, giving the appearance of a lily; flowers 5 inches in diameter, spikes 5 feet high	Per Bulb .05	Per Doz. .25	Per 100 2.00
No. 187.	"COSTA RICA"	Clear, delicate lilac with old rose center; large extra fine spike; flowers 6 to 7 inches in diameter, spikes 5 to 6 feet high25	2.50	20.00
No. 188.	"MRS. MARY STEARNS BURKE"	Canary yellow, overlaid with apricot; deep canary center; long spike with flowers symmetrically placed; stem wiry and upright; flowers 4 to 5 inches in diameter, spikes 4 to 5 feet high. It is one of the finest yellows known so far. When known it will be one of the most grown varieties for cut flowers50	5.00	
Only twelve bulbs to each customer.					
No. 189.	"ELIZABETH GERBERDING"	Shell pink, with speckled center of ruby and yellow; heavily ruffled; spikes large and full; flowers 4 to 5 feet high10	1.00	7.50
No. 191.	"MRS. H. E. BOTHIN"	Flesh salmon pink, flame scarlet center, heavily ruffled. Strong 4 to 5 foot spikes; a first-class show and cut variety. One of the loveliest color combinations in Gladioli. It has created a sensation wherever exhibited. One of the greatest and most perfect creations ever produced. A heavy propagator. We recommend everyone to procure as many bulbs as possible of this variety50	5.00	40.00
No. 192.	"VICTORY"	Scarlet, maroon, little lighter mottled in the center; flowers very large; immense long spikes; one of our largest reds	Large Bulb 2.00	Small Bulb 1.00	
No. 193.	"JONATHAN WEBB"	Light scarlet, finely painted white, and maroon mottled center; very showy variety; makes elegant lily-like spike with wide open flowers; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 196.	"HELEN TODD"	Light rose-pink with deep colored seam around entire edge of flower; deep scarlet center; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high10	1.00	7.50
No. 198.	"ROSS VALLEY"	Salmon-pink striped with ashes of roses; red peacock eye in center; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high10	1.00	7.50



NO. 328

Bubbles



NO. 22

San Anselmo

No. 199.	"EMILIE ASHE"			
	Creamy snow white, small cerise blotches in lower petals, heavily ruffled petals; flowers 4 to 5 inches in diameter, spikes 4 to 5 feet high; this is one of the best ruffled varieties ever put out	Per Bulb	Per Doz.	Per 100
		1.50	15.00	
No. 200.	"MR. H. A. HYDE"			
	Snow white with faint pink underlaid; flowers 6 inches in diameter; well-built spikes 4 to 5 feet in height. Exceptionally fine for cut flowers	Large Bulb	Small Bulb	
		3.00	1.50	
No. 202.	"MRS. JOHN R. WALSH"			
	Heavy ruffled, flesh pink flamed colored centers; flowers 5 inches in diameter, stems 5 to 6 feet high; this is a seedling of Mrs. Pendleton, Jr. It is a magnificent variety that should be in every collection	1.50	1.00	
No. 203.	"SIR ROGER CASEMENT"			
	Dark maroon, heavily ruffled; fine long spikes; flowers 4 inches in diameter, spikes 4 to 5 feet high	Per Bulb	Per Doz.	Per 100
		.25	2.50	20.00
No. 204.	"FRANK J. SYMMES"			
	Salmon-rose pink with red center, ruffled edges; flowers 4 inches in diameter, spikes 5 to 6 feet high. Should be in every collection..	.25	2.50	20.00
No. 205.	"DAVID STARR JORDAN"			
	Immense flame colored, with lighter speckled throat; flowers very open, like immense Amaryllis, with fine, wiry upright stems; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high25	2.50	20.00
No. 206.	"WILLIAM KENT"			
	Creamy shell pink; golden ochre center; heavily ruffled; the waxy color combination of the flowers is indescribable; to have 15 open flowers at one time on a spike is no rarity; flowers 6 to 7 inches in diameter, spikes 6 to 7 feet high	Large Bulb	Small Bulb	Bulblet
		15.00	5.00	3.00
No. 209.	"GENEVIEVE BOTHIN"			
	Deep pink, thickly overlayed with steel blue; pink and rubied center; very odd; flowers of large size	2.00	1.00	
No. 210.	"KENTFIELD"			
	Pale yellow with flesh tinge; canary yellow throat; flowers 5 inches in diameter, spikes 4 to 5 feet high	Per Bulb	Per Doz.	
		.25	2.50	
	Six bulbs only to each customer.			
No. 213.	"MRS. LILLIAN GUERNSEY"			
	Yellow, pink blotched; flowers very large; fine long spikes. A-1 variety	Large Bulb	Small Bulb	
		2.50	1.25	
No. 216.	"MARTHA FERNEKES"			
	Pale blue, blotched blue, violet spot in the center; flowers 4 inches in diameter, perfect spikes 3 to 4 feet high. An odd and beautiful blue variety, which has been greatly admired by everyone	1.50	.75	
No. 218.	"YOSEMITE"			
	Bright vermilion red, yellow center; flowers 6 to 7 inches in diameter, spikes 7 feet high.....	3.00	1.50	
No. 220.	"ELDIVA"			
	Magenta, striped with a lighter shade. Flowers 6 to 7 inches in diameter. Long, fine spikes. First-class show variety	Large Bulb	Small Bulb	Bulblet
		10.00	5.00	1.00



No. 39

"DR. LINCOLN COTHRAN"



No. 101

"ELSE ROSE"

No. 221.	"LONDON SMOKE"	Smoky pink, overlayed with deep slate, flowers 6 to 7 inches in diameter, spikes 5 feet high. A perfect grower and very odd variety	Large Bulb 2.00	Small Bulb 1.00	
No. 226.	"PASADENA"	Turkish red, flame orange striped, white lip; flowers 7 to 8 inches in diameter, spikes 6 feet high. First-class show variety	3.00	1.50	
No. 232.	"FLAME"	Flame orange; yellow lip; flowers 4 inches in diameter, spikes 5 feet high	1.00	.50	
No. 236.	"MARIN"	Pale greenish yellow; flowers 5 inches in diameter, spikes 4 to 5 feet high. Fine cut flower variety	3.00	1.50	
No. 237.	"THOMAS A. EDISON"	Salmon orange. Large deep velvet red spots on lower petals. Flowers 7 inches in diameter. Spikes 5 to 6 feet long. First-class show variety	Large Bulb 15.00	Small Bulb 7.50	Bulblet 2.00
No. 240.	"SALOME JANE"	Deep salmon, lighter shade toward center; blood red spot in lower petals; flowers 6 inches in diameter, spikes 5 feet high. A beauty.....	Large Bulb 2.00	Small Bulb 1.00	
No. 241.	"VICTORIA FREDERICKS"	Flesh salmon; yellow lip; flowers 6 to 7 inches in diameter, well-built spikes 5 feet tall. This variety flowers very early. It is one of our finest in pink	5.00	2.50	
No. 246.	"MIMI STAHLBAUM"	Creamy white overlayed with faint lilac; yellow lip with small ruby spots; flowers 6 inches in diameter, spikes 6 feet tall. An exquisite variety	3.00	1.50	
No. 257.	"CALIFORNIA GIANT"	Deep lilac, thin white stripe running through the center of each petal; flowers 7 inches in diameter, spikes 7 to 8 feet high	3.00	1.50	
No. 265.	"ANNE THOMPSON"	Pale sulphur yellow; flowers 5 inches in diameter, spikes 5 to 6 feet high. A first-class yellow	10.00	5.00	
No. 266.	"CAROLINE ESBERG"	Flame scarlet without any markings; flowers 5 inches in diameter, spikes 5 feet high. Most vivid, glossy red imaginable.	5.00	2.50	
No. 268.	"PAPILIO"	Apricot yellow. Lemon yellow center. Flowers 6 inches in diameter. Very long, strong spikes. A very fine variety	Large Bulb 10.00	Small Bulb 5.00	Bulblet 1.00
No. 277.	"BEATRIZ MICHELENA"	Fiery orange, lighter toward throat; thin brown stripe in center of lower petals surrounded by white speckles; flowers 7 inches in diameter, spikes 6 feet long. There are a great amount of flowers open at one time, same of very lasting quality. This variety is perfect in every detail and a masterpiece in Gladioli	Large Bulb 15.00	Small Bulb 7.50	Bulblet 2.00
No. 285.	"MRS. RUDOLPH SPRECKELS"	Cream pink with old rose stripes; fine long full spikes; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high. A-1 show and cut variety	1.50	.75	



NO. 330
Loreley



NO. 246
Mimi Stahlbaum

No. 286.	‘RUTH TAYLOR’			
	Snow white without any markings; flowers 6 to 7 inches in diameter, well-built spikes 6 feet tall. We believe that this is the first real white of large size	Large Bulb	Small Bulb	
		25.00	15.00	
No. 287.	“MISS EDITH WOOSTER”			
	Cream, lightly striped with old-rose pink. Ruby spot in center. Long, fine built spikes. Flowers 5 inches in diameter	5.00	2.50	
No. 289.	“TAMALPAIS”			
	(Withdrawn for one year to increase stock.) Salmon orange with flame orange stripes; long slender spikes; flowers 6 inches in diameter; seedling of Miss Francis King, but much larger and much better in color.			
No. 298.	“SONOMA”			
	Canary yellow; thin red stripe running through center each petal; fine long, well built spike; flowers 4 inches in diameter, spikes 5 feet high	3.00	1.50	
No. 305.	“J. A. CARBONE”			
	Orange salmon. Yellow center. Very large flowers. Fine, long, well-built spikes. One of our very finest productions	Large Bulb 50.00	Small Bulb 25.00	Bulblet 5.00
No. 311.	“GLADIS PLATH”			
	Orchid flowering; lilac and red velvet blotches; flowers 6 inches in diameter, spikes 5 feet high. Beautiful variety	Large Bulb 1.50	Small Bulb .75	
No. 312.	“MRS. RICHARD LOHRMAN”			
	Creamy shell-pink with pale yellow lip. A color equal to the finest orchid; flowers 7 inches in diameter, spikes 5 to 6 feet long which sometimes kink. One of the greatest productions in Gladioli and of indescribable beauty	25.00	12.50	
No. 315.	“ELIZABETH HARDEE”			
	Watermelon pink, mottled and striped with ruby lip; yellow speckled with ruby; flowers 5 inches in diameter, spikes 5 feet high. A beautiful and very attractive variety	3.00	1.50	
No. 318.	“KATHARINE F. HESS”			
	Salmon orange, lighter shade toward center; orange lip; flowers 6 inches in diameter, spikes 5 feet high. Fine grower. A beautiful variety with a great future	3.00	1.50	
No. 320.	“ESTHER OLSON”			
	Pale fawn cream with thin ruby stripe running through center of each petal; flowers 5 inches in diameter, spikes 4 feet high. An exquisite color and perfect in every way	5.00	2.50	
No. 321.	“ELF”			
	Lemon yellow when in bud; fully open flowers are snow white; lemon yellow lip. Flowers 5 inches in diameter, 4 to 5 foot perfectly built spike. Even the smallest bulblet will produce a fine flower spike. A commercial variety of great promise	5.00	2.50	
No. 327.	“DR. ADOLPH ROSENTHAL”			
	Deep pink, overlaid with orange. Crimson lip. Flowers 6 inches in diameter; fine well built spikes, 5 to 6 feet high. An exquisite variety..	10.00	5.00	



NO. 286—"RUTH TAYLOR"

No. 328.	"BUBBLES"	Pale flesh pink overlayed with light fawn sheen; lip of under petal greenish yellow; flowers 5 inches in diameter, spikes 4 to 5 feet high. One spike forms a large, close-set bouquet. A beauty	Large Bulb	Small Bulb	
			10.00	5.00	
No. 330.	"LORELEY"	Canary yellow overlayed with light lilac; ruby throat. Clean grower and heavy propagator. One of the best yellows ever introduced. Flowers 5 inches in diameter, spikes 5 feet tall	3.00	1.50	
No. 331.	"MR. W. H. PHIPPS"	Flesh pink overlayed with light rose-salmon, lighter in center; lip of lower petal faintly striped and speckled with ruby; flowers 7 to 8 inches in diameter, spikes 6 feet high. A masterpiece in Gladioli; the greatest of our productions	50.00	25.00	
No. 332.	"ROSE ASH"	Ashes of roses; a color which has attracted the attention of everyone who has seen it. Flowers 5 inches in diameter, very strong spikes 5 to 6 feet high. Flowers well set on spike. This variety has a great future	10.00	5.00	
No. 333.	"WISTARIA"	Pale lilac, ruby striped. Ruby spot in lower petals. Flowers 4 inches in diameter. Long spikes, with flowers well-placed, 4 to 5 feet long	3.00	1.50	
No. 336.	"DR. F. E. BENNETT"	Flame orange. Red spot with white striped and penciled markings on lower petals. The most fiery red imaginable. Flowers 6 to 7 inches in diameter. A great many flowers open at one time. Exceptionally well placed on stems. The most perfect red we have ever seen	Large Bulb	Small Bulb	Bulblet
			30.00	15.00	3.00
No. 337.	"VIRGINIA M. FISHER"	Deep rose-pink with deep orange spots and blotches on outer petals. Blood red spot on lower petals. Flowers 5 inches in diameter. Fine, long, well-built spikes	7.50	3.75	1.00

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Auburn, New York, Jan. 1, 1921,

Richard Diener Co., Kentfield, Cal.

Gentlemen: Gladiolus W. H. Phipps flowered a few days ago and when I say it caused quite a sensation among the Gladiolus growers here, is putting it in a very mild form. It was wonderful, measured 7 inches across the first flower. I showed it to Mr. Pearson who is a great Glad grower and he asked for the flower after we had made the study. Everyone who has seen your Gladioli growing say that they are the finest yet.

With very best wishes, I remain,

Sincerely yours,

ALBERT J. COOKE.

* * * *

Longmeadow, Mass., Sept. 19, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I am so pleased with the results I got from your Gladioli that I want to get my next year's order in early. I also notice that while all of your Glads are fine, that the newer and higher priced varieties are so much better in size and coloring.

Respectfully yours,

ARTHUR A. ARENIUS.

* * * *

San Francisco, Cal., June 30, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I received your Gladiolus Bulbs in splendid condition and every one has two or more spikes, all about five feet tall. Your Jack Londons are very beautiful and make a very splendid cut flower. Of all that have bloomed so far, I like Thomas T. Kent, being a large beautiful flower to one spike, and the Mrs. Willard Richardson, a beautiful deep crimson velvet flower.

Enclosed you will find one of your Jack Londons which was the first Gladioli to bloom. Some of your bulbs gave as many as sixty-eight flowers.

Sincerely yours,

CARLO FUSCO.



NO. 312

Mrs. Richard Lohrman



NO. 175

Mrs. Leon Douglas

Gladiolus---Diener's Hybrids

This is a mixture of all our seedlings, which, in beauty, size and variation of colors cannot be excelled at the present time. They are of all types; a great many are heavily ruffled and fluted and some are of tremendous size. Many a gem will be found amongst this mixture. Every lover of this beautiful flower should have at least a little patch of this mixture in his garden, as it has created a sensation everywhere. Some varieties make large bulbs and some small bulbs, so the mixture will vary accordingly.

Prices	Per Doz.	Per 100	Per 1000
Large bulbs	\$2.00	\$15.00	\$125.00
Medium sized bulbs	1.00	7.50	62.50
Bulblets	-----	-----	5.00

Diener's Mixed Hybrids

1919-1920 SEEDLINGS

This mixture is composed of seedlings of our latest crossings. We had grown on the trial grounds of The St. Thomas Horticultural Society at St. Thomas, Ont., one thousand or more Glads of this mixture and they created a great sensation. A wonderful combination of colors. Flowers of great size. Long spikes.

Prices	Per Doz.	Per 100	Per 1000
Large Bulbs	\$3.00	\$25.00	\$150.00
Small Bulbs	1.50	12.50	75.00
Bulblets	-----	-----	7.50

Medium sized bulbs of all varieties will sell for half catalogue prices. They will be shipped in dozen or hundred lots only; except in the higher-priced varieties, where prices are given of large and small sizes.

Gladioli Seed

Selected from all our named varieties and seedlings, well mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, if they receive proper care. It must be understood that the right size of the flowers and stems of seedling Gladiolus comes out in the second year of cultivation. These seedlings will range in all colors imaginable, but salmon, white, lilac, pink and rose-pink and yellow are the leading colors. There is no other firm in the world that can put out any Gladiolus seed at such a low price and of such high quality as these on the market.

Price of 10 grams (about 1,000 seeds)	\$1.00
Price per pound	\$35.00

Method of Sowing Gladioli Seed

The seed of Gladioli should be sown early in the spring. If the ground is fine, loose sandy soil, then it is best right in the open ground, like onions, in rows. The seed should be covered as little as possible, and the soil used for covering should be finely sifted and should contain half sand. Like all the seeds of plants of South African origin, Gladiolus seeds sprout unevenly; some sprout at once, while others will not sprout until six to ten months after sowing under the same conditions. This is not due to the bad quality of the seed, but it is a habit inherent in it under conditions where they grow wild. For this reason seed beds should be made so that they should not otherwise be disturbed when the seedlings are lifted out, for all seeds will eventually come up. These beds should, in parts where it freezes, be covered with leaves thick enough so that the frost cannot reach the seeds in the beds. If sown out in boxes, and started indoors, young plants of Gladiolus can easily be transplanted in the open if they are handled properly.

Gladiolus cormels or bulblets will grow faster if the outer hard shell is removed just before planting. They should not be covered more than one-half inch with soil; the ground should be enriched with old manure and worked over good and deep. If given the proper treatment they will almost all be flowering five months after planting.

TO SETTLE THE QUESTION AS TO HOW DEEP GLADIOLI BULBS MUST BE PLANTED

We made extensive trials last year on light and heavy soil and the results were very convincing. The higher the bulbs were planted the better they grew and they produced largest amount of bulblets. The lower the bulbs were planted in the ground the growth was poorer and production of cormels much less.



NOTE—WHILE PLANT HAS SEED RIPE, NEW FLOWER SPIKE IS APPEARING



Diener's Mammoth Amaryllis Hybrids

For years Mr. Diener has been working on Amaryllis to enlarge the size and enrich the coloring, and we have now a good stock on hand. The colors ranging from almost white to all shades of pink; red to the deepest scarlet; the most brilliant and dazzling colors imaginable. The flowers are from 10 to 14 inches in diameter and there are mostly four flowers to the stem. Unlike the old Amaryllis, which flower only once a year, these new Hybrids bring a new spike every three to four months. They are very valuable for cut flowers. If the pollen is removed when the flowers open, they will last for several weeks.

Diener's Mammoth Amaryllis Hybrids are the coming big show objects of the future. Anyone who has some space in the greenhouse should raise a batch of these seedlings. Cultivation is simple as they grow very easily. Soil suitable for a Geranium or a Fuchsia is all right for these Amaryllis. They must have very little shade when under glass and during the summer time kept out in the open in the full sun. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground and the whole bulb be above the ground. Another important point is: Do not water while ground is wet, wait until soil gets dry.

These Amaryllis should be kept under continual cultivation all year round; never rested or kept dry.

HOW TO SOW OUT AMARYLLIS SEED

Sow out in boxes or seed-pans, (in greenhouse or hotbed), containing finely sifted sandy leaf mold to a thickness of 3 inches. Smoothen out surface of soil evenly and wet thoroughly. Spread seeds close together (so close that they touch one another), over surface and cover with same soil just sufficient to hold them down. Keep moist but not too wet. If air is too dry cover with glass. In case of very hot sun, care must be taken that glass is covered with a sheet of newspaper, in order to prevent heat forming between glass and soil which will cook the young plants.

Young plants will come up in about three weeks and should remain in same box for another two to three months. Then replant in 3-inch pots, or in boxes, about 2 inches apart. Seedlings when given proper care will commence to flower 18 months after sowing. Seed can be sowed out at any time of the year. No bulbs for sale at present. Seeds only.

15 Seeds.....\$1.00; 100 Seeds.....\$4.00; 1000 Seeds.....\$35.00

AWARDED HIGHEST PRIZES WHEREVER SHOWN

Petunias

DIENER'S RUFFLED MONSTERS

For several years Mr. Diener has given this variety the greatest attention and has brought them to such perfection that their beauty has become a rival to the orchid. People who hear the name "Petunia" have something common and old-fashioned in mind and cannot imagine that such strides could be made in a few years as has been done with this flower.

Time and again we have people visit our place and words are inadequate to describe their comments in regard to size, beauty, etc. This year's output has in many ways surpassed those of previous years and our patrons' comments as to last year's will be found in the testimonials. We think for years to come these Petunias will be in big demand, as people who have had them once will not be without them. These Petunias are continually in bloom all Summer long. For those who raise them for the market it is one of the surest and quickest money-making propositions, as after twelve weeks from the time of sowing they are flowering and ready for sale. Then they are very good as a cut flower, but many people are not aware of this fact. When put in water the stems of cut Petunias last for two or three weeks and new flowers bloom while in water.

For pot plants as well as for bedding they create a great sensation wherever they are shown, as the same are continually in flower. For conservatory, when started in pots in the Summer, they will flower all Winter, and as most of them are very fragrant they will be a great novelty for Winter flowering plants. We have most gratifying reports from all over the world.

All the seed is raised by hand pollination in lath houses and is done by women. Moreover, climatic conditions here permit seed to be matured without a drop of rain falling in the pods. Hence our seed is strong, vigorous and sure germinating.

* * * *

Richard Diener Co., Kentfield, Cal.

Santa Cruz, Cal., July 16, 1921.

Gentlemen: I had no trouble in getting Petunia blossoms in 12 weeks after planting your seeds. A group of 5 potted plants took first prize at a flower show yesterday. These Petunias are good sellers.

Some of Gladioli Bulblets you sent me are about to blossom and I am waiting with interest to see what they will be.

The Amaryllis Seeds are doing well. Have leaves more than 6 inches long. I got 49 plants from three packages of seed.

Yours truly,

E. D. RODGERS.



Gold Medal

For

Diener's Ruffled
Monster Petunias
at the
California Land
Show
San Francisco
October 13-28, 1917





PETUNIA SEED PLANTS OF THE VARIETY "FLESH PINK FRILLED"

Richard Diener Co., Inc., Kentfield, Cal.

Smith Falls, Ont., Dec. 2, 1919.

Dear Sirs: Last year I purchased Petunia Seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about eight per cent of the plants could be classed as common. I want more of the same quality each year.

Yours truly,

W. I. FERGUSON.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Duluth, Minn., Dec. 17, 1919.

Dear Sirs: Please send me your 1920 Catalogue. I had some of your Petunias last summer and they were beauties.

Yours truly,

C. H. DEIGHTON.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Rockford, Ill., March 17, 1920.

Gentlemen: My brother Leonard, now deceased, had your stock of Petunias and they were certainly fine, especially the Frilled Pink Variety. No trouble in selling such stock.

Yours respectfully,

HERBERT LAWSON.

Petunia Seed

DIENER'S RUFFLED MONSTERS

WHEN ORDERING, ORDER BY NUMBER.

- No. 1. Pink: Strong veined center. The size of this variety is from 6 to 8 inches in diameter and the color combination is the most exquisite, rivaling the Orchid.
- No. 2. Red: With strong veined mahogany and black center. Average size from 5 to 7 inches in diameter.
- No. 3. Variegated: Color appearing in check, block and stripes of red, pink and white. Center strong veined. Size 5 to 7 inches in diameter.
- No. 4. White.
- No. 5. Red with Black Center: The outside part of the flower is red, while the center is coal black.
- No. 6. Pale Lilac Pink: Heavily ruffled and center strongly veined. Size 4 to 5 inches in diameter.
- No. 7. Red and White Variegated, with large yellow center. This is a novelty of ours for 1922 and is the nearest approach to a yellow.
- No. 8. Ruffled Monsters Mixed. All colors of the above varieties evenly mixed.

The following varieties are somewhat smaller than the Ruffled Monsters:

- No. 9. Flesh Pink Frilled: A most beautiful variety, with edges of the flower heavily frilled. The size is from 3 to 4 inches in diameter.
- No. 10. White Frilled: Snow white with flowers 3 inches in diameter. Plants of very dwarf growth.
- No. 11. Blue or Purple.
- No. 12. Apple Blossom: Pale apple blossom like pink. Size, 3 inches in diameter. Plants of dwarf and compact growth. With frilled edges.
- No. 13. All varieties mixed, including Ruffled Monsters and Pink Glory.
- No. 14. Diener's Pink Glory: The greatest novelty in Petunias for 1922. Pure flame rose pink, without a trace of purple. Flowers measure 3 to 4 inches in diameter and are slightly ruffled. Plants grow to a height of 12 to 15 inches. A very compact grower and continually covered with flowers. This variety is destined to become the great bedding Petunia of the future.

Any of the above varieties, 50c a package.

About 400 seeds to package.

We do not sell less than full packages.

INSTRUCTIONS FOR SOWING PETUNIA SEED

Prepare a seedbed by taking two parts of any light compost or leaf mold thoroughly mixed with one part of clean sand. Sift all through a fine screen. With this mixture fill flats or seed pans, pressing down the soil to a flat surface evenly within two inches of the top. Give a thorough soaking. After water has seeped into the soil, sprinkle the Petunia seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi, which might easily kill the young Petunia plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the top of the flat or seed pan, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent danger of burning. At night and in dark weather remove this sheet of paper. Avoid carefully all excess of moisture and have pans near glass in well ventilated atmosphere. As soon as the seed sprouts (say in eight to ten days after sowing, if kept at a temperature of 60 degrees) take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart. Shortly thereafter they should be put into two-inch or three-inch pots.

If this seed is handled right every cornel will germinate, as they are cleaned by a process where only fertile cornels are selected. Ants will carry off the seed if they have any access to same. Snails will eat the young seedlings, a great many in one night. For this reason seed boxes should be so placed so that snails and ants are unable to reach them. Most of the loss of seeds occur in this way.

We would suggest in this case that the seed box be placed on small blocks of wood. The blocks resting in jars or pans, the latter containing either oil or water. The ants and snails are unable to cross the oil or water and consequently cannot reach the seed.

Petunia plants out of three-inch pots flowering, \$2.50 per dozen.

Prices for larger amounts on request.

From April to the end of June only.

WHOLESALE PRICES

Petunia Seed

DIENER RUFFLED MONSTER PETUNIA SEED MIXED

1/16 Ounce	\$ 7.50	1/2 Ounce	\$ 55.00
1/8 Ounce	15.00	1 Ounce	100.00
1/4 Ounce	25.00		

DIENER PURPLE OR BLUE AND FLESH PINK FRILLED

1/16 Ounce	\$ 5.00	1/2 Ounce	\$ 40.00
1/8 Ounce	10.00	1 Ounce	80.00
1/4 Ounce	20.00		

DIENER'S PINK GLORY (Pure Flame Rose-Pink)

1/16 Ounce	\$ 8.50	1/2 Ounce	\$ 65.00
1/8 Ounce	16.25	1 Ounce	130.00
1/4 Ounce	32.50		



TYPE OF DIENER'S RUFFLED MONSTER PETUNIA (Greatly Reduced)

Some Petunia Testimonials

Richard Diener Co., Kentfield, Cal.
Dear Sirs:

The Petunias I raised last summer from your seed proved beyond all expectations, the colorings were rich and the markings beautiful and large in size. The flowers when cut were not ephemeral, keeping for four days in very hot weather. People from many towns came to view them. I have never seen anything more lovely in my travels abroad. Even a hard freeze did not kill them and in a few days they were blooming again.

Yours truly,

Clinton, Mo., Dec. 21st, 1921.

MRS. A. E. DERWENT.

* * * *

Richard Diener Co., Kentfield, Cal.

Gentlemen: I had great success with your Petunias this season. They are certainly all and more than you claim them to be. Some actually measured seven inches across. My customers have certainly been pleased with results of the blooms, as is everyone who sees them.

Yours very truly,

Salt Lake City, Utah, Aug. 6, 1921.

JAS. W. SMITH.

* * * *

Richard Diener Co., Kentfield, Cal.

Dear Sirs: The Petunia Seeds we received from you last year turned out fine and sold well.

Respectfully,

Orange, N. J., Jan. 4th, 1921.

E. DECKER & SONS.

* * * *

Richard Diener Co., Kentfield, Cal.

Dear Sirs: Will you forward me literature and prices of your Petunia Plants, or a Catalogue on flowers, if you have one.

Saw your Petunias in blossom in Santa Cruz and they were by far the most beautiful flowers I have ever seen.

Sincerely,

Milpitas, Cal., Aug. 31, 1921.

MRS. A. J. CRABB.

* * * *

Richard Diener Co., Kentfield, Cal.

Gentlemen: Your seeds of last year raised the finest Petunias we have ever seen. We have bought lots of California Petunia Seed from the East for many years, but yours beat anything we had yet.

Yours for business and square deal.

N. N. CHRISTENSON.

* * * *

Richard Diener Co., Kentfield, Cal.

Gentlemen: Will you please send me your new Catalogue soon as possible. Your Petunias I raised this year were the finest I ever grew.

Yours truly,

Minneapolis, Minn., Sept. 7th, 1921.

NELSON H. REEVES.

* * * *

Richard Diener Co., Kentfield, Cal.

Gentlemen: A friend sent me a package of your Petunia Seed, "Ruffled Monster." I started them in the greenhouse and transplanted them in the garden. They have delighted everyone who has seen them and I desire to try raising them in the greenhouse for winter blooming.

Kindly send me your Catalogue at once.

Very truly yours,

Millwood, New York, Aug. 2, 1921.

CARRIE CHAPMAN CATT.

* * * *

Richard Diener Co., Kentfield, Cal.

Gentlemen: Kindly send me four packages of your Ruffled Monster Petunia Seed, mixed. Mr. Macholz of this city recommended them to me as being the finest in the Petunia line and almost equal to the best double.

Enclosed herewith find cash in payment.

Yours truly,

Milwaukee, Wis., Feb. 26th, 1921.

OTTO H. TAMMS.

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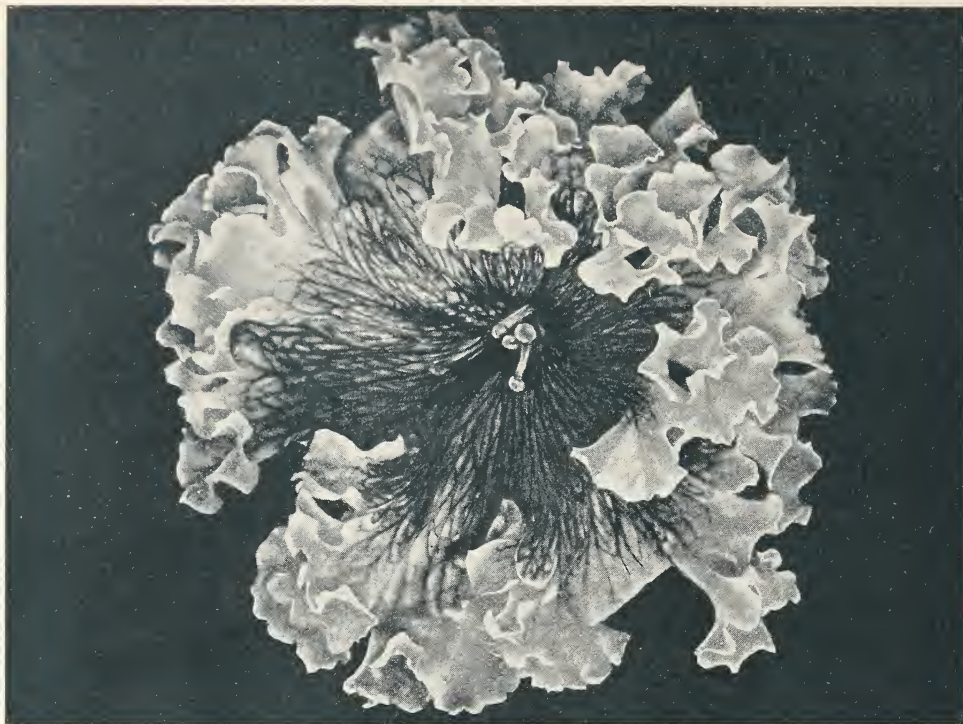
Richard Diener Co., Kentfield, Cal.

Dear Sirs: I have been an enthusiast in Petunia culture for many years. Mr. G. F. Berthoud has recommended you to me as having the finest strain of Petunias in the world. Therefore I am enclosing money order for which please forward me a few packets of your very best single fringed Petunia Seed as soon as this season's seed is available. I am not sure of the rate of exchange, whether amount enclosed is sufficient, but send a smaller quantity of the best rather than quantity. If it comes up to expectations I feel sure I can guarantee you many orders from my gardening friends next season, who look on me as the best grower of this flower in this city.

Yours faithfully,

Perth, Western Australia, May 16, 1921.

F. H. YOUNG.



SOME TYPES OF DIENER'S RUFFLED MONSTER PETUNIAS (Greatly Reduced).





Pansy Seed

GIANT EXCELSIOR

The largest and most beautiful Pansy Mixture in existence. They contain every color in the rainbow and the single flowers are of the very largest size. They are ruffled and fluted and for bedding purposes nothing finer in this line can be obtained.

Per Package	\$.50
$\frac{1}{8}$ Ounce	1.00
1 Ounce	6.00

PRIMULA

MALACOIDES DIENER'S HYBRIDS

They are the results of three successive crosses between Primula Malacoides and Primula Obconica. The flowers are two to three times larger than Primula Malacoides and the colors are much deeper. They range from a deep lavender to almost a red. The plants grow stronger and are not apt to rot off so easily. They are a great improvement on Primula Malacoides. These flowers are favorites for pot plants and winter cut flowers.

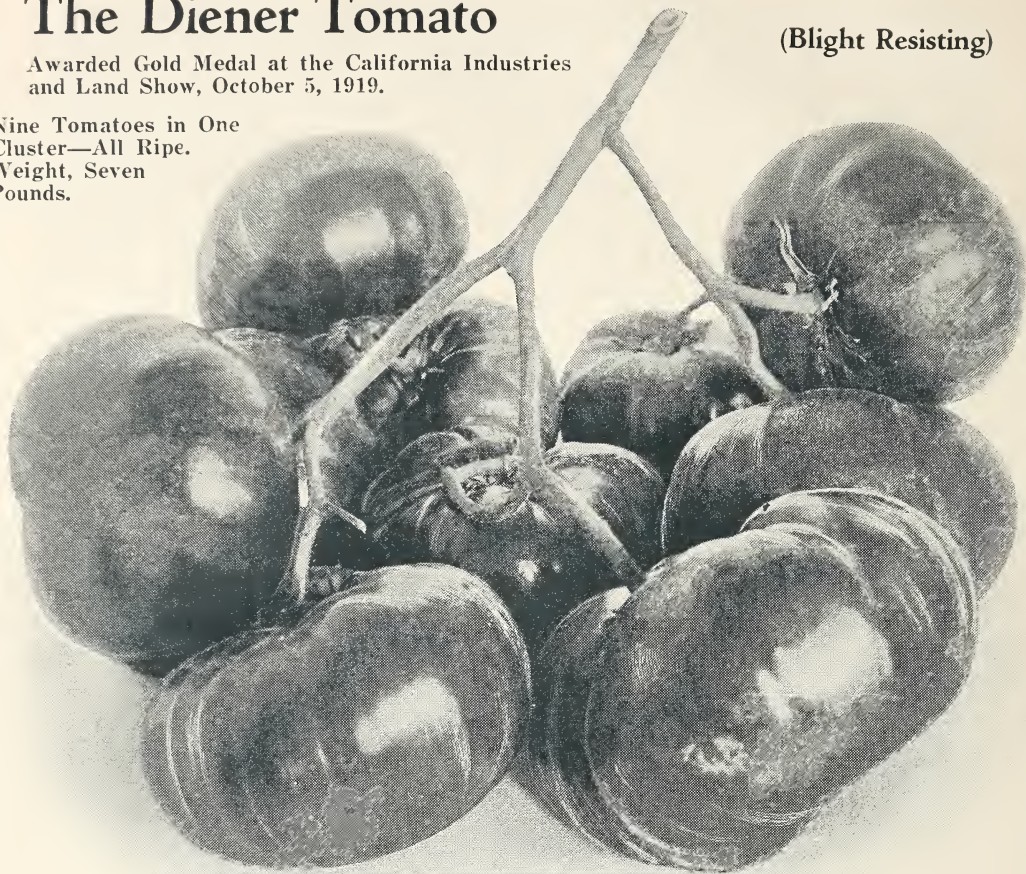
Per Package, about 300 seeds	\$.50
Per Doz. Packages	5.00

The Diener Tomato

(Blight Resisting)

Awarded Gold Medal at the California Industries and Land Show, October 5, 1919.

Nine Tomatoes in One Cluster—All Ripe. Weight, Seven Pounds.



This Tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to anything existing now. The size of the first fruit reaches the weight of 3 lbs., but the average fruit weighs about 1 lb., is perfectly filled out and does not contain any hollows like so many other varieties and the surface is as smooth as an apple.

The flesh is more solid than any other Tomato now known and for dehydrating is a most valuable variety. It is a magnificent dark red shade, which makes it very attractive; it is very sweet and free of the acid taste. For catsup it is unexcelled, as it makes a very high red color; contains very little seed. The skin is deep orange red.

The yield is enormous and is not reached by any other variety in existence. The most astonishing thing about this Tomato is that it has proven to be absolutely blight resisting. It also endures drought better than any other variety on the market today.

The growth of this variety is strong and healthy, the plant having a diameter from 6 to 8 feet.

For long distance shipping purposes this variety is ideal.

All the seed we send out is absolutely true, as we raise it from cuttings of the original plant, and as the whole field is of the same plant, it is impossible for side crossings. For this particular reason we advise you to always buy your seed direct from us in order that you are sure to have the same quality as you have now, as seed raised from seedlings will vary and not be the same.

This Tomato has been grown all over the United States and Canada, and the reports from everywhere are highly satisfactory, as you will note when reading testimonials.

Price	\$0.50 per pkg.; \$1.50 per acre pkg.
Cutting Raised Seed	\$40.00 per pound
Seedling Raised Seed	\$25.00 per pound

CARTER'S SUNRISE TOMATO

A very early, but small variety; round as an apple. It grows in clusters, about ten tomatoes in one cluster. Six tomatoes weigh about one pound. The flesh is a dark red and of good taste. It is a very heavy yielder and one of the best varieties for forcing under glass.

Price\$0.25 per package

THE BURBANK TOMATO

This is an extra early variety. The flesh is a deep red and of good flavor. The bushes reach a diameter of 4 feet only and are loaded with fruit.

Price\$0.25 per package

Dahlia Bulbs

The following list of varieties are the most meritorious productions of the best California Dahlia breeders, ready for shipment March 1, 1922:

APRICOT—(Diener)

Golden yellow, heavily overlaid with Apricot. Of exceptional healthy growth. We have never seen a plant of this variety having any mildew. Stems are long and strong. Flower is huge and perfectly double and well-placed on stems. Blooms placed in water, during mid-summer, have lasted for 4 days without showing any signs of withering. This Dahlia makes a wonderful effect under artificial light. One of the finest and most perfect Dahlias yet produced. Visitors to our gardens have always been attracted by its beauty.

Price\$2.00 each

CLAREMONT—(Salbach)

A very dainty coloring: Cream shading to pink. Huge flowers held on long, stiff stems. Fine for exhibition and garden.

Price\$2.00 each

DR. H. L. TEVIS—(Pelicano)

A decorative of enormous size. Flower measures from 9 to 11 inches in diameter, and is held erect on long, stiff stems. Color: Salmon rose suffused with old gold, shading of yellow. An exceptional good keeper. Fine for garden and exhibition.

Price\$1.00 each

HELIO—(Diener)

A novelty of our own. The color is a deep bright canary yellow. It is of the peony type and the stems are very long and wiry and hold the flowers correctly. The flowers are of the very largest size and enormously free-blooming. The growth is strong and healthy. It is perfect in every respect—one of the finest productions ever put out. Not more than One Bulb to a customer.

Price\$3.00 each

MRS. CARL SALBACH—(Salbach)

A lavender shading to white. Very large flower. Stems are the longest and strongest of any Dahlia we have ever seen. Awarded a Certificate of Merit by the American Dahlia Assn. in 1919, as well as Gold Medal at the San Rafael trial garden. Won first prize wherever exhibited in California.

Price\$3.50 each

ST. FRANCIS—(Diener)

A light terra cotta; immense free blooming, of large size and flowers carried on fine, wiry stems. Excellent for exhibition and garden.

Price\$2.00 each

THE PRIDE OF CALIFORNIA—(Lohrmann)

A crimson red, dark full center. Huge flower on long perpendicular stems. Its keeping qualities as a cut flower and its productiveness cannot be excelled. Fine for garden and exhibition.

Price\$1.00 each

We only send out divided tubers where eyes appear at upper end. Plant immediately after receipt, in a pot or box filled with sandy soil being sure that upper end (where eyes are) projects out of the ground. Pot or box should then be placed in a warm spot so that tubers will root quickly. Keep free from snails. This can be done by sprinkling with air-slacked lime. If tubers are not planted immediately and left lying around for weeks they will easily spoil.

HANDLE AS ABOVE MENTIONED IMMEDIATELY



Dahlia "Helio"

Richard Diener Co., Inc., Kentfield, Cal.

Long Branch, N. J., Aug. 22, 1920.

Dear Sirs: The Dahlias were O. K. and all true to name. Do you want to know what I think of Helio? It is far and away the most wonderful Peony of its color every way ever introduced, and when it comes to Dahlias, my opinion is worth something back here. Its color is glorious; it is a living color, not the dirty white cream yellow or washed out yellow so many of them are. Besides the plant has a fine erect habit and very free blooming on grand stems. As a cut flower it stands up wonderfully, and it is the only one of over two hundred varieties growing in my garden that has stood this bad weather without detriment. No one in this country has produced a Dahlia like Helio. I had one ten inches, lacking an eighth of an inch, in diameter, and its stem carried it erect easily. I have many customers who pass half their time in Europe, and everyone who has seen it go in raptures over it. They tell me that France, England or Holland have nothing like it in its color and habit.

The Grizzly, Pride of California and Apricot came finely, but have been affected by the bad Dahlia weather. I will want another year some of your very finest Dahlias. Also I wish you would obtain for me some seed of the very finest sorts this Fall, as we can do nothing here in that line on account of the climate.

Very truly yours,

JOSEPH FIELD.

Dahlia Seed

This seed is raised from the most up-to-date Dahlias in existence. No place in the world have Dahlias been brought up to such perfection as they have been around San Francisco. This mixture contains all colors and types of Peony, Cactus and Decorative varieties. Our rainless California summers make it possible to get seed even from the very double varieties, a result extremely difficult in States where it is rainy during the time when the seed should set. The seed we sent out in previous years was highly praised by all who raised Dahlias from it, but this seed is far superior to what we have sent out in previous years. The seedlings will commence to flower two months after sowing and almost a month earlier than plants raised from bulbs.

Price\$0.50 per pkg.
 Price per 100 Seeds\$1.00
 Price per 100 Seeds, Fancy Selected 3.00

* * * *

Lingletown, Pa., Jan. 14, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I have recently seen some beautiful Dahlias which were grown from seed purchased from you. Will you kindly send me a copy of your Spring catalogue, (1921), that I, too, may order some of these beautiful flowers. They far surpass any I have ever seen.

Thanking you for your kindness, I am,

Sincerely,

MRS. CHARLES REIMERT.

* * * *

Walden, N. Y., Feb. 14, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: The Bulbs and Dahlia Seed received from you last year turned out fine. Could not think Dahlias could be grown from seed in such short time. Had some very fine blooms. One yellow Peony flowered that was extra fine, some 8 inches and a clear canary yellow. Everyone who saw it was amazed at the size grown from seed. Had a clear flesh-pink, beautiful under lamp light.

Gladiolus Bulbs turned out to be all you say of them and more. Had some very fine blooms, such as I have never seen here. I was rather proud of them. I thank you for the fine quality of Bulbs you sent.

Respectfully,

WM. McBRIER.

* * * *

Dover, N. H., Oct. 18, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: The results I got from your Dahlia Seed were more than pleasing. The flowers were greatly admired by all who saw them.

Very truly yours,

JOHN W. DAVY.

* * * *

New York, N. Y., April 4, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I have been advised by a party who has used your Dahlia Seeds and Aztec Beans that they were first class in every particular.

Kindly forward me your catalogue.

Very truly yours,

H. C. SAMMIS.

* * * *

Oct. 25, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Kindly send me another package of your Diener Tomato Seed.

I raised tomatoes from your seed this year and they are certainly fine and all they are claimed to be.

Yours truly,

A. BRUCE.

* * * *

Napa, Cal., Oct. 13, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I have had wonderful luck with all your seed that I have tried. I won a blue ribbon on the Sensation Cucumber and Diener Tomato at our County Fair.

Yours truly,

MRS. A. J. PLATT.

* * * *

Rahway, N. J., April 22, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: I have received the Gladiolus Bulbs ordered from you and I wish to thank you for the very liberal count you sent. The postage on the package was 88c and I was compensated for this amount several times over. They are a fine looking lot of bulbs and I am looking forward to some fine blooms this summer.

I also wish to acknowledge receipt of money order for \$3.00 in return for the Dahlia "Helio" which you could not supply, but I would much rather have had the dahlia, but I will try again next season and hope you will then be able to let me have a root.

Kindly put my name on your next year's mailing list for your 1922 Catalogue, as I will then be in a position to order some of your finer varieties of Gladiolus.

You will no doubt be interested regarding the condition of the package on arrival, as it made about as long a trip as you generally have to send orders on. The package was in perfect condition and I think your method of packing excellent.

Yours very truly,

H. W. ROEDIGER.



The Cory Thornless Mammoth Blackberry

(Actual Size)

After several years of trial The Cory Thornless Blackberry has proven to be the largest and best blackberry in existence. Acres and acres of this berry have been planted in California, Washington, Oregon and everywhere it has proven a success.

The vines of this Blackberry are as free from thorns as a grapevine. A single berry reaches the size of a man's thumb. It has a flavor resembling the California Wild Blackberry. The core is very small and the seeds are so fine that they are hardly noticeable when eating.

If you plant any berry at all, plant the Cory Thornless Blackberry, as it has never failed to bear.

This berry should be raised in bush form, not higher than five feet above the ground. In States where weather goes below zero, vines must be covered with straw or sacks for the first two years (just like roses), until same are acclimated.

Strong, well-rooted tips, only. Carefully packed.

Prices:—3 for \$1.00 (smallest amount delivered); \$3.00 per dozen; \$15.00 per hundred; \$125.00 per thousand.

Delivered after January 1st.

Statice Sinuata

(Everlasting) "Deep Blue"

A new, very valuable cut flower originated by us. It is a perennial which grows about 20 inches high and flowers continually. The flowers when cut will last for several years.

This variety should be given a trial everywhere.

Price per package\$0.25

Price per pound 3.50

Cucumber Seed

SENSATION

This Cucumber has proven to be the most valuable variety for forcing under glass and in hot beds as well as for outdoors. In a greenhouse, with a temperature of 70 degrees, the fruit will be ready for market one week after flowering. The fruit reaches the length of 12 inches and is of a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately. If any fruit is allowed to ripen, the plant will stop bearing.

Price, per package50c

The Aztec Bean

It is one of the largest Beans in existence. It grows in bush form, just like Lima Beans, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific and we recommend anyone who raises beans to give it a trial.

Price\$0.50 per package

Vanderbilt's Hybrids

These new Delphiniums, produced by Newell F. Vanderbilt of San Rafael, California, are a cross between the California wild Delphinium (which are absolutely mildew free) and some selected Burbank's Hybrids. The result is an almost mildew free Delphinium. They are much larger than the best Delphinium now existing, and are immensely valuable for the production of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine, long spikes. They are suitable for cutting as well as for bedding. They are unquestionably the world's highest attainment in Delphinium, and anybody raising cut flowers will certainly find them highly profitable. We have secured the whole stock of these hybrids and are the sole distributors of them. They come in all shades, from light to dark blue. Almost all colors are iridescent. Try a package of the seed and you will never regret it, for they are sure moneymakers.

These Delphiniums have won prizes wherever exhibited, in competition with other strains.

First Prize, California State Floral Society Spring Show, 1914.

First Prize, P.-P.I. E. Cut Flower Show.

Michel Medal, Floral Pageant, 1916.

First Medal, P.-P. I. E. Garden Exhibit.

Trade package\$0.50

Delphinium seed can be sown at any time of the year. Sow in boxes or open cold frames. Do not cover more than the thickness of the seed. Give them little or no shade. Keep ground moistened until they sprout, which takes from two to three weeks. As soon as the plants are large enough, set out in the open. They will reach their full development in their second or third year.

Some Testimonials

In order to save space, we have taken only those parts of letters that relate to our productions.

Richard Diener Co., Kentfield, Cal.
Gentlemen:

For forty years I have grown plants for bedding, also vegetable plants for the trade and in all that time I have tried many new things. Last year I was not satisfied with what I tried. This year, 1920, I received your Ruffled Monster Petunia Seed. It seemed that every seed came up and as I am used to seeing strong, beautiful creations never have I been more agreeably surprised than in your Petunia flowers. They were the delight of all who saw them.

Yours sincerely,

DAVID KNOWLES.

* * * *

Mansfield, Mass., Sept. 25, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: You may be interested to know that at the last big Boston Gladiolus Show I won 3 first prizes on your variety Anna Eberius, winning in your offer for best 1st spike, also best 6 spikes Mauve or Purple and best 25 spikes any other color. In addition to this I staged a big vase with nearly 100 spikes Anna Eberius for display only, which attracted a lot of attention.

Cordially yours,

F. O. SHEPARDSON.

* * * *

Denver, Colo., Oct. 25th, 1921.

Richard Diener Co., Inc., Kentfield, Cal.

Gentlemen: Please send me your Catalogue of seeds and plants. I had some Dahlia and Petunia Seed from you last Spring. They turned out some of the finest flowers that I have ever seen. They were magnificent.

Yours respectfully,

JOHN L. RUSSELL.

* * * *

Vanburen, Ohio, Nov. 3, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Please send me your Gladiolus Catalogue as soon as issued. The blooms that came from your bulbs this year were gloriously beautiful. Thomas T. Kent had 7-inch flowers. Jack London was grand and so was Diener's American Beauty. I sure want more of them all.

Yours truly,

MRS. EARL DEHNHOFF.

* * * *

Pittsburg, Kan., Jan. 14, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Enclosed find an order for Seed.

Last year we tried out your Tomato (blight-resisting) and found it quite satisfactory. While others succumbed to blight the four hundred or more plants of this variety nearly all produced till frost. We did not push the sale of the plants last year because we wanted to be sure of the blight-resisting qualities. This year we can sell them with confidence so we are ordering a much larger quantity of seed.

Yours truly,

WRIGHT'S GREENHOUSES.

* * * *

Brooklyn, N. Y., Dec. 20th, 1920.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I am sending you a picture of your Diener Tomato raised by me in Flatbush, L. I. The vines measured 8 feet high. I was obliged to cut them back 18 inches and you can see they are over my head yet. I have raised Tomatoes for over 40 years and I consider the Diener Tomato the best all round one I ever raised. I had some that weighed over 2 pounds. I sent some to a few farmer friends and they never saw any to equal them. Mr. Johnson, a florist of Flatbush, will raise them for next year and I predict he will have a great run for the plants.

Your Petunias were also a grand sight in my garden.

I thank you for the Catalogue you sent.

Yours very truly,

R. A. DEMILL.

* * * *

Susquehanna, Pa., Oct. 3, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: The following was recently printed in my home paper (Windsor Standard). It explains my success with the Diener Tomato:

"Chas. Andrews has left a Tomato at our office of the 'Richard Diener' variety which is a most perfect specimen. Mr. Andrews raised a quantity of these Tomatoes this season, several of which weighed 1 1/4 to 2 pounds each."

Will add they were the heaviest yielders and the finest Tomatoes I ever grew.

Very respectfully,

CHAS. ANDREWS.

* * * *

Cass, W. Va., Dec. 17, 1920.

Richard Diener Co., Kentfield, Cal.

My Dear Sirs: Your Diener Tomato is a wonder. I have had considerable experience for twenty odd years in growing Tomatoes, but have never seen any so uniformly large and smooth. They are very solid, long keepers, and of finest deep red color. My opinion is that they cannot be beat for exhibition. I sold some at regular market price at 15c each. The dozen I had at the county fair were bought for seed.

Yours truly,

FRED W. CASS.

Richard Diener Co., Kentfield, Cal. Nevada City, Cal.
 Gentlemen: I had fine success with your Diener Tomato last year. Sold over \$17.00 worth, besides having all I could use myself. This Tomato is all that you claim for it.
 Thanking you for past favors, I remain,

Yours truly,

CLIFFORD O'NEILL.

* * * *

San Francisco, Cal., May 24, 1921.

Richard Diener Co., Kentfield, Cal.
 Gentlemen: Last year I bought some of your Diener Tomato Seed. The Tomatoes from it were grown in Sebastopol and I do not believe there was ever such a crop as we had from the few vines, and the size and quality was simply perfect.

Yours very truly,

W. A. PALMER.

* * * *

Columbia, S. C., Dec. 10, 1920.

Richard Diener Co., Kentfield, Cal.
 Gentlemen: Being a regular reader of The Garden Magazine, I read in the December number, mention of your wonderful Petunias. It was my good fortune last Summer to see a few of them in bloom—the most wonderful collection I ever saw, both as to color and size.

I am enclosing herewith check for \$2.25, for which kindly send me some of your mixed Petunia Seed.

Thanking you in advance, I am,

Yours very truly,

MRS. CHRISTIE BENET.

* * * *

Honeoye Falls, N. Y., Dec. 29, 1920.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: We have sent to you for our Petunia Seed for a few years and will say it gives the best of satisfaction to our customers.

Yours truly,

HALLOCK HILL GARDENS.

* * * *

Wheeling, W. Va., Nov. 16, 1920.

Richard Diener Co., Kentfield, Cal.

Gentlemen:

The Petunias I purchased from you last year were the finest I ever grew. They sold as fast as they came in bloom and brought a better price than ordinary Petunias.

Yours truly,

FRANK C. SEIBERT.

* * * *

Keyport, N. J., June 6, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: The Petunia plants grown from seed purchased from you this Spring have been transplanted from the hot house to their permanent bed in the garden. They are being greatly admired by all who see them. The vivid brightness of the colors is really marvelous, there being very few indeed of the old smoky faded tints, while in size of flowers, they are enormous.

Very truly yours,

C. ACKERSON.

* * * *

Rome, Ga., June 8, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Will be glad to have you send me copy of your latest Catalogue.

Petunias from seed I bought from you this Spring are fine; largest I ever saw. They are absolutely new in this place and viewed with wonder by all comers.

Yours truly,

J. GLOVER MCGHEE.

* * * *

Portland, Ore., Jan. 6, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: We have grown Petunias for 30 years, but have never found any to equal yours.

Yours truly,

GEO. BETZ & SON.

* * * *

Mantua, N. J., May 31, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen:

I have just seen some of the most wonderful Petunias that were grown from seed purchased of you. I expect to go south and would like to astonish the people there as I know they have nothing to compare with your Petunias. Will you kindly send me your Catalogue?

Yours truly,

W. P. CAREE.

* * * *

New York City, March 6, 1921.

Mr. Martin Madsen, Gardener, N. W. P. R. R.

"B" Street Station, San Rafael, Cal.

Dear Sir: Last summer, when I was in the terminal station at Sausalito, I was charmed with the wonderful display of Petunias. They were absolutely the most beautiful Petunias that I have ever seen, marvels of color, shape and size. I was so delighted with them that I obtained your address, so that I might write and ask you where I could obtain seeds that would produce such beauty.

I enclose a stamped envelope and I shall be grateful if you will let me know where you bought the seeds for your lovely blossoms.

Very truly yours,

KATHERINE D. BLAKE.

* * * *

BLISSFIELD, MICH., Sept. 19, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Do not forget me with one of your Catalogues on Gladiolus and Petunia Seeds. The Petunia Seed I received from you this Spring produced immense blossoms.

Yours for Petunias,

J. F. SPRUNK.

Cedarhurst, New York, Oct. 14, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Please send me price of Anna Eberius and Jack London. Both are prize winners in the cut flower market.

Yours truly,

R. E. SEALY.

* * * *

Tacoma, Wash.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I want to write a few words in regard to Gladioli Bulb I got from you this Spring. Jack London is a wonder. I ordered 2nd size bulbs and dug 3 large ones besides a lot of bulbets. I ordered 6 large bulbs and dug sixteen. Mrs. W. Richardson is another good one. Not a poor one among my whole order and I am more than pleased with my bulbs from you. Don't forget me with a Catalogue when ready. I got some nice flowers from your Hybrids.

Yours truly,

P. N. ELMORE.

* * * *

Oakfield, N. Y., Oct. 6, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: This is to inform you that I made an extensive exhibition at our Genesee County Exhibition and out of fifteen entries received fifteen first premiums. One entry which received a great deal of attention, being the Petunias which seed I purchased from you. A great number of people asked for your address. I received another prize on collection of Glads, which came from your firm.

On receiving your Spring Catalogue will decide upon the Glads.

Respectfully,

MRS. LYMAN GILLMORE.

* * * *

Dalton, N. Y., Oct. 19, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: Please send us your Catalogue as soon as you have new issue ready to send out, as we wish to send you an order for more Bulbs.

The Glads we purchased from you last season were superior to any we got from other growers. We had over 200 kinds under trial and yours beat them all.

Yours truly,

GELSER BROS.

* * * *

Denver, Colo., Sept. 19, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: It may be of interest to you to hear how your Glads have behaved here as this is not near so favorable a climate for them as yours on account of dry atmosphere and blighting summer winds. For one thing, your Glads are strong and healthy; they come out of the ground like young beanpoles. As very good ones, I found Mrs. Willard Richardson, Jack London, Frank Symmes, Jonathan Webb and Thomas T. Kent. The latter I like best of all and I see a corner here for florists, as it is early, strong, extremely faultless in every way. I would say the same of Jonathan Webb. It would be hard to decide between these two as to the best. My Thomas Kent blooms today for the third time from one bulb, as the first shoot was accidentally broken off. It came up with five new shoots and kept on blooming. That is going some. I have had very much pleasure from Thomas T. Kent and I will surely try some other of your varieties next Spring.

Yours truly,

FREDERICK VON HOLDT.

* * * *

New York City, N. Y., Feb. 15, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Herewith fifty cents. Send me some of your Tomato Seeds, same as I had last year.

These Tomatoes seem well adapted to Northern New Jersey soil which is of a clay formation. I had great success with them in 1920.

Very truly,

F. N. FERRY.

* * * *

San Fernando, Cal., Mar. 8th, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Enclosed find check for \$5.00 for which please send me seed of the Diener Tomato to that amount.

Last year I had an acre package and it surely more than came up to my expectations, both in size and yield. I exhibited many of them at the San Fernando Valley Fair and they took first prize over any variety.

Would be glad to have Catalogue of any other novelties you have.

Yours truly,

ALEXANDER G. SHAW.

* * * *

Marshalltown, Iowa, Sept. 26, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen:

I would appreciate it very much if you would kindly mail me a copy of your catalogue. This past summer I had two plants of the Diener Tomato and was very much pleased with it.

Yours very truly,

F. M. FARBEE.

* * * *

Fresno, Cal., Apr. 14, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: I purchased two boxes of your Tomatoes from Mr. M. E. Sorensen of Fresno last year and I can tell you I never in my life seen or ate such tomatoes as yours.

Yours truly,

G. G. HUNTSMAN.

* * * *

Appleton, Wis., Dec. 29, 1920.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I am enclosing remittance herewith for which please send me one package "Blight Resisting Tomato" Seeds.

They are truly the most wonderful Tomatoes we ever have had.

Yours very truly,

MRS. P. M. CONKEY.

Richard Diener Co., Kentfield, Cal.

Pasadena, Cal.

Dear Sirs: I sent for a packet of your Diener Tomato Seed last season and raised a nice lot of plants. I did not have the chance to give them a good trial myself, but I gave quite a number to neighbors and friends. One of my neighbors raised some real fine ones. He said "They are the best Tomatoes I have ever raised." A friend who has an acre of fine land raised and sold a number of boxes to one of the oldest and largest grocery firms in Pasadena, who stated that the Diener Tomato was the finest and best selling Tomato that ever came in their store.

Respectfully yours,

GEO. DADD.

* * * *

Richard Diener Co., Kentfield, Cal.

Jenny Lind, Cal., June 10th, 1921.

Gentlemen: Enclosed find \$1.00, for which kindly mail me by Parcels Post, a package of your Blight Proof Tomato Seeds and a dozen or so of growing plants.

The blight has broken out here this year badly and nearly all my Tomatoes have succumbed except a few of the Diener plants. I had a few seeds of them left from last year, which seem to be doing well. Sorry I did not have more. It is pretty late to plant here now, but with extra care they may come out in good shape.

Respectfully,

M. F. GREGORY.

* * * *

Richard Diener Co., Kentfield, Cal.

Pittsburg, Kan., May 21, 1921.

Gentlemen: We have had splendid success with your Petunias and are planning for winter blooms this season.

Last season we bought a few Diener Tomato Seeds of you and found them very good, trying out 400 plants ourselves before offering the plants to the public. We had Tomatoes when most others had died from blight. This year we bought 1 oz. of seed and the plants have been strong sellers.

Yours truly,

WRIGHT'S GREENHOUSES.

* * * *

Richard Diener Co., Kentfield, Cal.

Bakersfield, Cal., Mar. 22, 1921.

Gentlemen: Enclosed find my check for which please send me some of your Diener Tomato Seed.

I planted an acre with your seed last year and they proved to be the best I ever saw.

Very truly yours,

W. J. NEWELL.

* * * *

Richard Diener Co., Kentfield, Cal.

New Philadelphia, Ohio, Mar. 7, 1921.

Gentlemen:

Our very backward Spring, 1920, did not get seed sown until June. I had a fine crop of very beautiful Tomatoes, finest flavor ever.

Yours truly,

O. C. POWLESON.

* * * *

Richard Diener Co., Kentfield, Cal.

Jefferson, Iowa.

Dear Sirs: I have just purchased the Jefferson Greenhouses from Mr. E. S. Foulks and he tells me your Petunias are good sellers.

Yours truly,

C. H. MARKER.

* * * *

Richard Diener Co., Kentfield, Cal.

New Orleans, La., Sept. 12, 1921.

Gentlemen: Enclosed find M. O. for \$1.10. Please forward me at once two trade packages of your large giant Petunia Seeds, mixed.

I was well pleased with them last year.

Yours truly,

L. MULLER.

* * * *

Richard Diener Co., Kentfield, Cal.

Roslindale, Mass., Dec. 5, 1920.

Gentlemen: I have been so busy I had to keep putting off my writing to you. I have wanted to tell you of the wonderful results I have had with your Gladioli. They were much admired by all who saw them. All came up with extra strong foliage and the flowers were extra large. The largest flower and tallest spike was one from a bulb that came from cormels I bought of you three summers ago. It was a salmon pink with a cream colored mark on lower petals; overlaid with heavy spotting of salmon red; 6 feet tall. Then another, large salmon red with conspicuous carmine mark on lower petals, feathered with white, flower stands upright and is large. Of these mixed cormels I am certainly getting some wonders.

My son and I exhibited at the Boston Exhibition. We were awarded three prizes. Had some Jack London, Anna Eberius, Elizabeth Gerberding and Maud Fay on exhibition. I kept them together and they certainly did get every one's eye. As usual it was the extra good ones that seemed to come after the show. For instance: A Richard Diener that was a wonder; then a Mrs. Cothran that seemed to overshadow them all. Frank Symmes was simply grand. I remain,

Most sincerely yours,

BENJAMIN R. NORLEY.

* * * *

Richard Diener Co., Kentfield, Cal.

Sydney, Australia, May 30, 1921.

Dear Sirs: Enclosed please find money order for which kindly send me Seed as per list attached.

The Gladioli I received from you last year arrived in excellent condition and the packing was all that could be desired. They have all flowered and were all that you claim them to be. Although only medium bulbs, they produce just as good spikes as other varieties do from full sized bulbs. It is useless for me to praise any particular variety as they were all extra fine.

Yours faithfully,

O. VAUGHAN.

New Philadelphia, Ohio, Nov. 16, 1920.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Bulbs purchased from you last year were fully up to expectations. Colors were great. Every day a new delight.

Yours respectfully,

N. H. EDWARDS.

* * * *

R. D. No. 9, Springfield, Ohio, Oct. 4, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I got some Bulbs of you last Spring. They did fine and I liked them very much. Every one proved true to name.

Yours truly,

MRS. R. W. WALTERS,

* * * *

Bolton Landing, N. Y., Dec. 10, 1920.

Richard Diener Co., Kentfield, Cal.

Gentlemen: The Gladioli I got from you took first prize at our flower show, also Petunias I raised from your seed.

Sincerely yours,

HENRIETTA H. BILLEWILLER.

* * * *

Spokane, Wn., Oct. 6, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: I would like to get your 1921 Catalogue. The Gladioli I ordered of you last year were far superior to the other varieties I grew.

Yours truly,

BERT SANDERS.

* * * *

Syracuse, N. Y., Feb. 11, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Enclosed find order for Gladioli and check for same. The Bulbs I received from you last season were very fine and the flowers surpass anything produced by our Eastern growers. Quite a few of the cornels from bulbs purchased in 1919, produced nice spikes this Fall. I also wish to thank you for your generosity in filling past orders.

With best wishes for your continued success, I am,

Yours truly,

NED A. CYPHERS.

* * * *

Vanburen, Ohio, Mar. 2, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: My order of Gladiolus Bulbs came last night. Words cannot express how pleased I am with the bulbs and for your generosity. I appreciate every one and am looking forward to some wonderful blooms this coming summer.

Please do not forget to send me a Catalogue this Fall.

Yours truly,

MRS. EARL DEHNHOFF.

* * * *

Melbourne, Victoria, Australia, Jan. 10, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: I enclose money order for which I ask you to forward at your earliest convenience goods as per enclosed list.

Some little time ago I purchased from you a number of your named varieties of Gladioli. I was more than delighted with the results I secured from them and they were admired by all who saw them. Such colorings I have never seen before. A little later in the year I hope to send you a larger order than ever before.

Yours sincerely,

A. M. HARRISON.

* * * *

Toronto, Ont., Canada, Feb. 16, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: Enclosed find order which I would like forwarded at your convenience.

Gladioli ordered last year were especially good. Mrs. John R. Walsh gave the finest spike, 5 feet 5 inches high and the largest bloom 6½ inches across.

You will also be pleased to hear that I was awarded the first prize for Petunias at our Flower Show. This is the fourth year in succession that the prize has been taken with your Ruffled Monsters.

Yours truly,

W. LAWRENCE.

* * * *

Chinook, Mont., Mar. 22, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen:

I received my Gladiolus Bulbs and Petunia Seeds today and I want to thank you for the extra packet of seed. It was just what I wanted. I am sure I will have some beauties.

My Diener Tomato Seed came up two days ahead of some seed I sowed very carefully myself. I think every seed germinated.

I shall be pleased to have a copy of your Catalogue every year.

Very respectfully,

MRS. J. LEE SEDGWICK.

* * * *

East Hartford, Conn., Jan. 21, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Seeds and Catalogue received, also your letter. I must say you were very prompt, for in just twelve days from the time that I mailed the order I received your reply. At the same time that I sent your order I mailed a small order to a party in Michigan and up to the present time I have not heard from him.

I like to do business with a man who thinks enough of an order to acknowledge it. Next year I know who to place all my orders with. I am a working man and buy from \$25 to \$40 worth of bulbs each year. It is a hobby with me. I am looking forward to next summer with a great deal of pleasure, as I expect great things of your Glads.

You were right in not sending the bulbs at present. Do not send while there is danger of freezing.

Respectfully yours,

E. S. WILLIAMS.

Richard Diener Co., Kentfield, Cal.
 New London, Conn., Mar. 3, 1921.
 Gentlemen: The Bulbs I ordered from you have just arrived. They look fine. Thank you very much for the extras and prompt shipment. I must compliment you on the way they were packed.
 Very truly yours,

MISS R. VARICLE.

Richard Diener Co., Kentfield, Cal.
 Boulder, Colo.
 Gentlemen:
 The Bulbs were received today in excellent condition. They are some of the finest Gladiolus Bulbs it has ever been my good fortune to receive and your count is certainly most liberal.
 Thanking you, I remain,

Yours respectfully,

DR. E. B. QUEAL.

Richard Diener Co., Kentfield, Cal.
 Lansdowne, Pa., May 2, 1921.
 Gentlemen: Received order of Bulbs and Seeds in full. Your method of packing the bulbs is the best I have come across yet. The bulbs were in fine condition and I expect good results from them. I also wish to thank you for the extra bulbs sent to cover expenses, etc.

Yours truly,

HENRY DIERKING.

Richard Diener Co., Kentfield, Cal.
 Melbourne, Australia, June 4, 1921.
 Dear Sirs: The Bulblets and Gladiolus Seed ordered from you in January of this year arrived safely and in good condition.
 I might say that I had splendid results from the Gladiolus Seed purchased a few years back; about 70 per cent bloomed. The size of the flowers was very large and the colorings most satisfactory.
 Thanking you, I remain

Yours sincerely,

A. M. HARRISON.

Richard Diener Co., Kentfield, Cal.
 Susquehanna, Pa., Oct. 3rd, 1921.
 Gentlemen: Want to tell you that I have some of the finest Gladioli grown from seed purchased of you that I ever saw.

Very respectfully,

CHAS. ANDREWS.

Richard Diener Co., Kentfield, Cal.
 San Gabriel, Cal., Jan. 1, 1921.
 Gentlemen:
 I raised the past season from seeds I got from you, Glads over three feet high and everyone bloomed. I am quite proud of it, for it is the first time in my life that I have done so.

Yours truly,

E. T. FLANAGAN.

Richard Diener Co., Kentfield, Cal.
 Worcester, Mass., Aug. 23, 1921.
 Gentlemen: I showed some of my friends a blossom of the "Richard Diener" Gladioli which I purchased of you last Spring, and they were all carried away with it. It is the most beautiful pink that we have ever seen. All bulbs which I obtained of you last Spring have bloomed and they are certainly wonderful.
 Thanking you, I remain,

Yours for the best Glads,

ALBERT W. OLMSTED.

Richard Diener Co., Kentfield, Cal.
 Worcester, Mass., Aug. 16, 1921.
 Gentlemen:
 I want to take this opportunity of telling you that the Bulbs I purchased of you this Spring are commencing to bloom and the colors and size are more than pleasing. Anna Eberius is a grand variety, so are Sarah Lillie and Lillian Webb. David Starr Jordan and Frank J. Symmes are grand and immense. Some of the mixed hybrids have bloomed and I can hardly wait for the rest. One or two seem a little lighter than the description, but that is probably due to different soil or not quite enough sunlight. I want to be sure my name is on your mailing list this year for I hope to increase my stock of your bulbs.

Very truly yours,

J. HAROLD BROWN.

Richard Diener Co., Kentfield, Cal.
 Santuit, Mass., Aug. 15, 1921.
 Gentlemen:
 I think it is proper for me to let you know how well pleased I am with the Gladiolus Bulbs I purchased from you. I had them in bloom in July, the Anna Eberius starting to bloom on July 9th. I had planted very early and when it came to exhibition time in Boston I had no Eberius to show, as I fully intended to have this particular variety on display. No end of praise by growers of Gladioli and private parties about the blooms, size of flowers and beauty of your stock. Mrs. Walsh came in with J. A. Hyde for the biggest boost.

I shall surely send you a nice order for Bulbs this winter, as soon as I receive your 1922 Catalogue. Your stock certainly is all that you claim it to be.

I am not planting any other growers' stock. To have such as yours is well enough.

Yours truly,

H. L. TIMKEN.

Richard Diener Co., Kentfield, Cal.
 Rochester, N. Y., March 14, 1921.
 Gentlemen:
 We are enclosing you herewith check, also order for Gladioli Bulbs. This will make our collection of Gladioli (34 varieties), and wish to state there is nothing like your Gladioli for size and beauty.
 Awaiting their receipt and thanking you, we remain,

Yours truly,

JAMES JOHNSTON AGENCY, INC.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Diener's Gladioli above all.

The reason I am saying this is because I have had Gladioli from four other growers in my garden who claim they are the best but none came up to Diener's. As soon as your 1922 Catalogue is ready I wish you would remember me with one.

Yours truly,

L. A. BURMEISTER, JR.

* * * *

Boone, Ia., Aug. 12 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Please put my name on mailing list. When 1922 Catalogue is ready send me one, as I will want some Gladioli.

Those I got from you certainly are beautiful.

Yours truly,

C. A. INGERSOLL.

* * * *

Greenwood, Ind., Aug. 23, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: During the present season we ordered some of your Gladiolus Bulbs from your retail Catalogue and the bulbs have proven so satisfactory that we now write to inquire whether or not you issue a trade list. In the event you do so, we would be glad to have you place our name on your mailing list; if not, we would like to have a copy of your new Catalogue when issued.

We want to take this occasion to say that we have never had such large healthy bulbs that produced such magnificent blooms.

Very truly,

C. G. MORRIS CO.

* * * *

St. Paul, Minn., Aug. 26, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: The Gladioli Bulbs I got from you last season are now through blooming and I want you to know that I am more than satisfied with them, especially Jack London, Anna Eberius, Frank J. Symmes, and others of the lower priced bulbs. I am enclosing my order for Spring, 1922. It pays to shop early.

Yours truly,

A. A. MANKE.

* * * *

Wolcott, N. Y., Sept. 15, 1921.

Richard Diener Co., Kentfield, Cal.

Dear Sirs: While on a visiting trip in the City of Auburn, N. Y., I saw Mr. Albert J. Cooke and as I am a great lover of Gladioli, he wanted to show me some which he got from you. I think they are the finest I ever saw. As I wish to get a very choice selection, I thought I would write you for a Catalogue so that I might be able to get some choice varieties from you.

Thanking you very kindly, I am,

Sincerely yours,

WILLIS M. MITCHELL.

* * * *

Dallas, Oklahoma City, June 23, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Some time in the early Spring I placed an order with you for some Petunia Seed and Gladiolus Bulbs and I thought you might be interested in knowing how well pleased I am with the shipment. The fact is, I haven't seen any Gladioli with our local florists that will equal the stock that I have cut from your bulbs and in order that I may materially increase my order with you, will appreciate your furnishing me with a correct list of names of the bulbs which you have supplied me with, as it is my intention to put out something around 1000 bulbs next season.

Yours very truly,

J. G. WATKINS, JR.

* * * *

Chico, Cal.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Kindly mail me your Catalogue. The Gladioli purchased of you were wonderful and very much admired.

Respectfully,

P. H. FOTHERINGHAM.

* * * *

Rahway, N. J., July 13, 1921.

Richard Diener Co., Kentfield, Cal.

Gentlemen: Will you kindly enter my new address in your books as I have changed my residence and would like to be sure to get your next year's Catalogue.

I have Jack London in bloom now and it is certainly a very fine flower. The rest I purchased from you are all growing splendidly.

Thanking you in advance, I remain,

Yours very truly,

H. W. ROEDIGER.

* * * *

St. Paul, Minn., Sept. 26th, 1921.

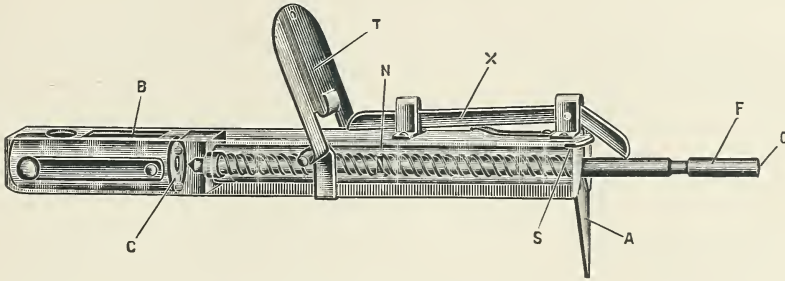
Richard Diener Co., Kentfield, Cal.

Gentlemen: It has been twelve years since I commenced growing Gladioli and out of the four or five thousand bulbs which I plant each year in my private gardens, I have never received more comfort and pleasure out of them than I have this season from Jack London and Anna Eberius. These varieties proved great favorites with the many visitors to my gardens. My wife dearly loves the old reliable "Pink Perfection" and they seem to outdo themselves each succeeding year. However, she says she shall insist on Anna Eberius evermore.

Cordially yours,

ALEX F. DREBERT.

The NEVER FAIL GOPHER GUN *and* BURGLAR ALARM



INSTRUCTIONS

First—Dig small opening in front of hole so that gun can be inserted in hole, in position parallel to surface of ground. Then to load—open gun by tipping barrel (B) by pressing on same with thumb through oblong slot and insert 38 blank cartridge (C) ; close barrel.

Place gun in gopher hole, press anchor plate (A) into ground to steady same, then see that trigger plate (T) is free and pull back firing pin (F) until trigger (X) engages in notch (N). See that outer end (O) of firing pin (F) is free from ground.

As a burglar alarm it may be used in any way practicable. The best way is to place gun in any convenient place, attach thread to hole in trigger plate and string across room, keeping thread about one foot above floor. Anybody walking across floor and into the thread will set off the gun.

Bolt action may be removed by pulling out firing pin a little distance, then place thumb against anchor plate and disengage from notch in channel, lift out the bolt action in all and reassemble the same way.

Keep the gun clean and it will last a life time.

Price \$1.75

For Sale by **RICHARD DIENER CO.**
KENTFIELD :: MARIN COUNTY :: CALIFORNIA

LIST OF NAMED GLADIOLI ORIGINATED BY RICHARD DIENER
IN ALPHABETICAL ORDER

A		M	
No. 136	Adeline Kent	No. 98	Mable Hubbard
No. 184	Alma	No. 236	Marin
No. 5	Aloha	No. 216	Martha Fernekes
No. 10	Anna Eberius	No. 162	Mary Roberts Reinhart
No. 265	Anne Thompson	No. 188	Mary Stearns Burke
No. 174	Atlantic	No. 246	Mimi Stalbaum
B		No. 287	Miss Edith Wooster
No. 277	Beatriz Michelena	No. 176	Miss Maud Fay
No. 328	Bubbles	No. 200	Mr. H. A. Hyde
C		No. 331	Mr. W. H. Phipps
No. 266	Caroline Esberg	No. 145	Mrs. Cothran
No. 90	Caroline Frear Burke	No. 191	Mrs. H. E. Bothin
No. 257	California Giant	No. 67	Mrs. J. K. Armsby
No. 164	Captain Asher Carter Baker	No. 170	Mrs. J. E. Webb
No. 187	Costa Rica	No. 202	Mrs. John R. Walsh
D		No. 175	Mrs. Leon Douglas
No. 205	David Starr Jordan	No. 213	Mrs. Lillian Guernsey
No. 23	Diener's American Beauty	No. 113	Mrs. Newell Vanderbilt
No. 166	Diener's White	No. 120	Mrs. Stanleigh Arnold
No. 24	D. J. Whitney	No. 180	Mrs. Truxton Beale
No. 327	Dr. Adolph Rosenthal	No. 285	Mrs. Rudolph Spreckels
No. 336	Dr. F. E. Bennett	No. 312	Mrs. Richard Lohrman
No. 39	Dr. Lincoln Cothran	No. 83	Mrs. Willard Richardson
No. 165	Dr. Frederick J. V. Skiff	No. 1	Mrs. William Kent
E		No. 19	Myrtle McNally
No. 220	Eldiva	N	
No. 321	Elf	No. 89	Norma Krausgrill
No. 189	Elizabeth Gerberding	P	
No. 315	Elizabeth Hardee	No. 268	Papilio
No. 101	Else Rose	No. 226	Pasadena
No. 199	Emile Ashe	No. 31	Pres. C. C. Moore
No. 320	Esther Olson	Q	
F		No. 50	Queen of the Night
No. 32	Fairfax	R	
No. 232	Flame	No. 96	Richard Diener
No. 204	Frank J. Symmes	No. 332	Rose Ash
G		No. 198	Ross Valley
No. 209	Genevieve Bothin	No. 286	Ruth Taylor
No. 311	Gladis Plath	S	
H		No. 204	Salome Jane
No. 173	Hawaii	No. 22	San Anselmo
No. 107	Heart of Juanita	No. 4	Sarah Lillie
No. 196	Helen Todd	No. 9	Sausalito
I		No. 117	Sierra
No. 102	Ina Collins	No. 203	Sir Roger Casement
J		No. 298	Sonoma
No. 305	J. A. Carbone	No. 94	Suffragette
No. 38	Jack London	No. 13	Sunset
No. 82	John Merle Coulter	T	
No. 193	Jonathan Webb	No. 289	Tamalpais
No. 177	Joseph Field	No. 237	Thomas A. Edison
K		No. 130	Thomas T. Kent
No. 318	Katharine F. Hess	V	
No. 210	Kentfield	No. 192	Victory
L		No. 337	Virginia M. Fisher
No. 70	Lillian Harris Coffin	No. 241	Victoria Fredericks
No. 186	Lillian Webb	W	
No. 221	London Smoke	No. 206	William Kent
No. 330	Loreley	No. 333	Wistaria
		Y	
		No. 218	Yosemite

Kentfield, California

Write your letter on a separate sheet of paper

Your Name _____ Write your name and address plainly		Date _____ 19
_____ _____		State Amount Enclosed _____
Post Office _____	R. F. D. No. _____	Post Office Order _____
County _____	State _____	Express Money Order _____
_____ _____		Bank Draft _____
Avenue _____ P. O. Box _____ Street _____		Cash, Notes and Silver _____
Express or _____ Freight Office _____		Postage Stamps _____
If different from P. O. _____		Total _____

RICHARD DIENER CO. gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants sent out, and will not be in any way responsible for the crop other than replace bulbs untrue to name. If the purchaser does not accept the goods on these terms, they are at once to be returned.

[illegible]

Kindly use this sheet for ordering only, not for correspondence.

[illegible]

Gladiolus Culture

Gladioli will grow in almost any kind of soil, but a heavy clay or adobe soil containing some sand seems to be a most ideal ground for them. Have the ground well plowed to a depth of ten or twelve inches and do not use any new straw fertilizer such as fresh horse manure, as this always has a tendency to affect the health of the bulb. A place which has been heavily fertilized the year before is all right. As to the depth of planting the bulb, we rather think this is a matter of locality and each one should make this test on his own grounds. Here we plant our bulbs from two to three inches under the surface, but on light sandy ground we think the bulbs should be planted an inch or two deeper.

Gladioli, in order to develop to perfection, should be planted in an open spot where the sun will strike the whole day long. When planted in a shady spot or under trees, their growth is stunted and the colors will not come out to perfection.

The greatest need of Gladioli in order to bring them to perfection is plenty of water from the time they are six or eight inches high until they commence to flower; in fact, all the water they can stand. And even after they have flowered, in order to build out the bulbs they should have just as heavy a watering for at least a month after they are done flowering. This we find in our experience is the most essential thing in growing Gladioli. Do not plant Gladioli in the same place where planted the previous year.

As our Gladiolus varieties are naturally very large we do not recommend any heavy fertilizing. Heavy fertilizing will produce much larger flowers, but at the same time will lessen the vitality of the bulbs. In case a heavy fertilizer is used the bulbs will easily die during the Winter as a result of it—but we recommend top fertilizing with dry blood and bone meal (equal parts of each), mixed with the soil, working it in with a hoe. Liquid cow manure or liquid sheep manure (if not overdone) is very good, too, without doing any harm to the bulbs.

At all times from the planting till bulbs are being dug up, the ground should be well cultivated and kept free from weeds. This is very essential.

When the flowers are cut there should be at least four full leaves left on the bulb, and the cutting of flowers should be done by punching the point of a knife sideways into the stem and then cracking the stem over. This is important in order that the bulb may continue its natural growth.

Many people make a great mistake when cutting flowers, as they cut all the leaves away. By doing this the shock on the bulb is so great that many of them will die over Winter. The new bulbs build out after flowering and need as many leaves as possible to accomplish it. For this reason when cutting flowers spare the leaves.

When flowers are open do not water them when the sun is shining, as this will surely ruin the flowers; water either early in the morning or in the evening. In ground where the leaves show too light a green, either treat it with Scotch soot or sprinkle the ground with fresh Portland cement. This will darken the leaves and make the plants much healthier.

Under no conditions do we recommend nitrate of soda or any other chemical fertilizers, as they have a bad after effect on the bulbs.

When digging the bulbs do not cut the leaves off at once. Leave them on for at least ten days or two weeks. Pile them out in the open so that the green leaves will throw the moisture out of the bulbs and help the bulbs to ripen naturally. After the green is cut off, leave them in a frost-protected place for at least another two weeks, then clean them and store away for the Winter. They should not be put in boxes deeper than six inches. Give them plenty of ventilation.



PETUNIA FLESH PINK FRILLED
"PEARL OF KENTFIELD"